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The Social Composition of Washington Correspondents

By Leo C. Rosten

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THE newspaper man is a man sensitized to the observation of aspects of the real world, with a talent for translating segments of reality into the grammar of "stories." In the inflections which creep into his recording of events, there are imbedded, however obscurely, a personality and an autobiography. Under the arid mobilization of facts in a news dispatch on the budget there is a construct of individual temperament. The dominant impulse of the scientist is to know; the driving motivation of the journalist is to tell. What he tells, what he considers worth telling, and how he tells it are the products of a social-psychological structure of desire, calculation and inhibition.

The material which follows presents selected data on 127 newspaper correspondents in Washington (representing 180 leading daily newspapers, all the press associations and all syndicates, and including the leading columnists), which they supplied by answering two lengthy questionnaires I submitted to them in 1936.[1] This is a sample more than large enough to permit

[1] I was interested only in the *political* correspondents for daily American newspapers of a general circulation of more than 75,000. There are 504 accredited newspaper men listed in the *Congressional Directory*. But after excluding newspaper men for trade journals, foreign papers, the foreign-language press and magazines and feature and editorial writers, and the many reporters for papers in Washington, D. C., who do not cover specifically political news, about 170 were considered eligible for this study.

generalization about the press corps in the capital.[2]

These data afford new insight into the sociology of the press corps, and suggest verifiable analytic statements about what is loosely called "the psychology of journalists" and the character of journalism.

* * *

Words are the journalist's tools and it would seem a defensible hypothesis that newspaper men are drawn from a psychological environment which placed a premium upon articulacy. One would thus expect many reporters to be the children of parents who handled ideas rather than things: teachers, clergymen, lawyers, editors rather than farmers or industrial workers.[3] One would expect newspaper men to have been exposed to the attraction of talk, particularly talk about social and political affairs, in homes with literate preoccupations. And one would expect them to have middle class origins, rather than stemming from the ranks of manual labor: deference for verbalization and a drive to achieve facility in it would be more pronounced in the former than the latter.

In the light of this approach it is not wholly fortuitous that out of 123 Washington correspondents, 97 (76.3 per cent) are the children of professional, proprietary or clerical groups, according to the occupational categories of Professor William F. Ogburn,[4] the so-called "white-collar" class. Fifty-five (44.7 per cent) correspondents' fathers were members of a profession. Of the professional group, 14 (11.3 per cent) were editors or newspaper men, 13 (10.5 per cent) were lawyers. The labor population, including skilled, semi-skilled, and unskilled workers, contributed only 14 men to the corps, exactly the number contributed by newspaper men alone. The farmers of the country produced but 9.7 per cent of the group.

These figures gain significance from the fact that in 1900, the date closest to the average year of birth of the newspaper men studied,[5] the professions formed only 4.3 per cent of the country's population, whereas the farm population was 35.6 per cent and the labor population totalled 48.4 per cent.[6] If we tabulate these figures side by side, as in Table I, the emphases become sharper.

TABLE I*

Occupational Group	*Percentage of Corps Contributed*	*Percentage of Population in 1900*
Professions	44.7	4.3
Labor (skilled, semi-skilled, unskilled) . .	11.3	48.4
Farmers	9.7	35.6

* For 123 correspondents. The proprietary group and the clerical group are omitted from this table.

[2] The sample, as explained above, is really 127 out of 180.

[3] See the remarks of Harold D. Lasswell, "The Person: Subject and Object of Propaganda," *Annuals of the American Academy of Political and Social Science*, May, 1935, pp. 190–91.

[4] In "The Family," *Recent Social Trends in the United States* (New York and London: Whittlesey House, McGraw-Hill Book Co., 1934), one vol. ed., p. 685. Ogburn's categories are Professional, Proprietary, Clerical, Skilled Labor, Semi-Skilled Labor, Unskilled Labor.

[5] The average age of the 127 correspondents is 41.7; the median line, dividing the older from the younger one-half of the group, falls between 37 and 38.

[6] Robert F. Harrel, "Factors Making for Success in Journalism," in *Vocational Studies in Journalism*, by Robert F. Harrel and Walter B. Pitkin (New York: Columbia University Press, 1931), pp. 101–102.

Compare these figures to those of Robert F. Harrel, who conducted a study of 505 American editors, editorial writers, department managers, managing editors, special writers and others. Out of his 505 cases 32.0 per cent had fathers of a professional status, as compared to our 43.3 per cent. Fathers of 8.3 per cent were journalists, as compared to 11 per cent among the Washington correspondents.[7] By this comparison about 11.3 per cent more of the fathers of the Washington press corps were in the professions than was true of a sample of other journalists in the country, and about 2.7 per cent more were newspaper men themselves. Both studies demonstrate the high percentage of journalists whose fathers were members of a profession or a "white collar group."

THE economic strata from which the press corps came are equally interesting. Families of 57.5 per cent of the correspondents had incomes of $2,500 or more while the newspaper men were in grammar school; 62.1 per cent while they were in high school; 64.4 per cent while they were in college or of college age. For the same three periods the family incomes of less than $2,500 accounted for 42.3 per cent, 37.7 per cent, and 35.4 per cent respectively.

The significance of these figures may be suggested by the fact that according to the earliest analysis of income stratifications, the 1918 estimates of the National Bureau of Economic Research, upon which economists still depend, 92 per cent of the gainfully employed earned less than $2,500 a year. Only 2 per cent earned $5,000 or more.[8] The average annual earning figures for employed wage earners as compiled by Paul H. Douglas and F. T. Jenison show that in 1910 the *average* annual earning per wage earner was $573; in 1918 it was $997; and in 1920 it was $1,337. As late as 1928 it was only $1,405 per year.[9] It is safe to conclude that the correspondents came from families which had incomes considerably above those of the averages for the country's wage-earners as a whole.

The size of the communities in which the correspondents were born and reared, and in which they received their elementary education, is of relevance. More than a third—38.5 per cent—of the corps was born in towns which had a population of less than 2,500 in 1900.[10] Almost exactly one-half (49.6 per

[7] *Ibid.*, p. 151. 36.1 per cent of Harrel's subjects were editors; 27.5 per cent were managing editors; 8.6 per cent were editorial writers. Special writers, Washington correspondents and feature writers made up 8.5 per cent.

[8] Quoted by Robert S. Lynd, "The People as Consumers," *Recent Social Trends in the United States* (New York and London: Whittlesey House, McGraw-Hill Book Co., 1934), one vol. ed., p. 860.

[9] *The Movement of Money and Real Earnings in the United States*, quoted by Leo Wolman and Gustav Peck in "Labor Groups in the Social Structure," *ibid.*, p. 817.

[10] As a labor-saving device population figures were used for 1900, the census year which corresponds most closely to the average age of the newspaper men studied. This is a necessary and unavoidable compromise for several reasons: 1) Population figures are not available for many towns and cities prior to 1900; 2) figures are not available to answer this question: What proportions of the present-day population were born in communities of different sizes?; 3) it would have involved elaborate and cumbersome statistical techniques to weight population figures for the year of birth of each separate correspondent, and to proportionalize these figures according to (a) the percentage relationship of towns of any given population figure to the general population of the United States at the same time-point; (b) the percentage of living persons born in localities of a given size at any given date. Obviously a population of 5,000 in 1890 has a meaning different from that of the same population in 1910. The present compromise, using 1900 as a controlled date of reference, serves our purpose well enough to make a greater refinement of method unnecessary.

cent) come from communities of less than 10,000; 62.2 per cent from those of less than 25,000. The number born and reared in cities of 100,000 or more totalled only 16.6 per cent of the group.[11]

It has often been remarked that Indiana contributes an extraordinarily high proportion of journalists to the nation. An analysis of the Washington correspondents supports this. Indiana ranked first, when the states were listed according to the number of correspondents born in each, with 10.2 per cent of the corps (distributed evenly between the ages of 28 and 63). Illinois was second with 9.4 per cent. The preëminence of Indiana is increased by the facts that (a) only seven Indiana papers were included in the study (3.8 per cent of the 180); (b) in 1930 Indiana had only 2.6 per cent of the population of the nation; in 1900 her population was approximately 3 per cent.[12]

The reasons for Indiana's curious position as an incubator of literary and journalistic figures has never been fully explained. Professor Harold D. Lasswell suggests one possible explanation[13]: Indiana has long been a "balance of power" state, a strategic lever in national elections. As Louise Overacker and Merriam and Gosnell have shown in their studies of national political parties and elections,[14] campaign funds out of proportion to the size of the state, or to its votes in the electoral college, have traditionally been poured into Indiana. This fact may account for the political consciousness and talents of Indianans, and the prominence of politics as an attractive career. It seems possible that the intelligences of the middle class, rather than go into law, finance or business, as would be the case in metropolitan centers, are drawn to those occupations which confer prestige upon the felicitous use of words: politics or writing.[15]

REPORTING is, at bottom, a career compact of an essentially antagonistic attitude to the inertia, log-rolling and ineptitude of the two major parties. Scratch a journalist and you find a reformer. To what type of political consciousness were the Washington correspondents exposed in their impressionable years? The political identification of the fathers of the press corps shows that 72.7 per cent were either Democrats or Republicans (44 were Republicans, 41 Democrats), 13.6 per cent were independent, and the rest were distributed in categories described as liberal, socialist, progressive, radical, labor or "no party." Since the combined Republican-Democratic vote from 1896 to 1912 was approximately 98 per cent of the total vote cast[16] (1896-1912 may be taken to encompass the most impressionable years of the majority of the correspondents), the 30 per cent of the correspondents' fathers who were

[11] There were obviously few metropolitan centers in 1900 from which the members of the corps could come.

[12] 1930 population figures were taken from the 1937 *World Almanac*, p. 272. Percentages for 1900 were computed from gross population figures.

[13] *Op. cit.*, p. 190.

[14] See Louise Overacker, *Money in Elections* (New York, 1932), and Charles E. Merriam and Harold F. Gosnell, *Political Parties* (New York, 1929), especially the material on Indiana and the Middle West.

[15] This would not, of course, explain why the same phenomenon is not to be observed in Iowa or Kansas.

[16] Computed from election figures in the 1937 *World Almanac*, pp. 909–10.

not affiliated with one of the two orthodox political parties represents a marked divergence from the general political pattern of the country. The large proportion of teachers, lawyers, doctors and journalists among the fathers of the correspondents makes this plausible.

The future will probably see a larger percentage of journalists drawn from the ranks of liberals, independents, socialists and third-party sympathizers. The intensification of crises precipitates discontent with the circumlocutions of "respectable" political parties in the intellectuals of the middle class, caught between the hammer of hard-pressed industrial capitalism and the anvil of proletarian violence. Dissatisfaction is communicated to the sons of intellectuals in the atmosphere of homes characterized by the rising insecurity of middle class men who handle symbols for a living. The sons of lawyers, clergymen, journalists and teachers may well be possessed of heightened reformist energies impelling them to embark upon a career which throws them into vital contact with the organs of the body politic, and which opens the possibility of "tearing away the veils of pretense and hypocrisy," exposing politics and politicians in the disenchanted light of "hard-boiled" journalism.

Journalism is often called a "game" in the argot of its practitioners. But many newspaper men like to embellish their status by insisting upon the designation of their trade as a "profession." Since the first requisite of a profession is the exclusion of the unfit, "the profession of journalism" is chiefly a convenient term of reference. The professional aspect of newspaper work may be defended by the recognition that it requires a congeries of skills and techniques. But it is a profession with no professional standards, no professional discipline, no examining or accrediting bodies, no agreement upon norms for testing competence. From this point of view the educational background of the Washington correspondents is particularly relevant.

Of 127 members of the press corps, 60 (47.2 per cent) are college graduates in possession of a four-year degree from an accredited institution of higher learning. Thirty-six (28.3 per cent) attended college, but received no degree. Twenty-two of these 36 (17.3 per cent) went to college for only one or two years. Twenty-three correspondents (18.1 per cent) had no college work at all (eight attended high school for less than four years). Two did not have any high school education.

The academic record of the Washington correspondents cannot, obviously, be compared to that of other professional groups, since all lawyers, doctors, teachers or engineers are, *ipso facto*, college graduates and usually have earned higher degrees. But their record is more impressive than that shown by Mr. Harrel's sample group of American editors, managing editors, feature writers and other such workers. The analysis shows that in 1931 only 40.8 per cent of 505 successful journalists in editorial positions were college graduates (as compared to the 47.2 of the press corps), and that 67.4 per cent attended college (92 Washington correspondents would fall in this category—72.4 per cent of the entire group). Whereas

8.4 per cent of Mr. Harrel's cases did not attend high school, only 1.5 per cent of our group were spared secondary school education.[17]

The record of the Washington correspondents who finished their academic work is auspicious. Sixteen were awarded the Phi Beta Kappa honor. Ten won scholarships. Two were graduated *magna cum laude*. Eight members of the press corps received master of arts degrees. Of these, four were Rhodes scholars, completing their university careers at Oxford. Four Washington correspondents included in this study were awarded the honorary Ll. D.

MUCH more suggestive for our purposes is the *kind* of education which was chosen by the Washington correspondents. The newspaper man in the capital is today faced by the necessity of reporting news which is a compound of economics, political science, monetary problems, constitutional and international law, public administration, social service. The activity of the New Deal ranges from the field of public works to the esoteric art of encouraging piscatorial copulation. Such responsibilities require intellectual poise, if not specialized competence, in the face of intricate events. A *systematic* approach to the hectic cosmos of Washington would necessitate sophistication in the fields of political economy, in all its ramifications; an *impressionistic* approach, which is the approach of journalism, would profit by at least a limited experience in the disciplines of the social sciences.

The curricular specialization of those correspondents who received a university education shows a pronounced liberal arts and humanities emphasis, with a corresponding lack of contact with the formal areas of economics, political science or sociology. Of the college men and women of the press corps, 19.6 per cent wrote "liberal arts" as their field of major application; 10.2 per cent were chiefly concerned with journalism;[18] 9.4 per cent had most of their work in English and in prelegal arts and humanities. Only four correspondents majored in political science; only three in economics. Thus only seven of the newspapermen, 5.4 per cent of the total, may be credited with more than a cursory academic contact with the social sciences.

Now the meaning of these figures is enhanced by remembering that men who are burdened with the duty of recording the events of the contemporary scene would seem to be in need of a disciplined frame of reference within which to orient themselves, and by which to appraise the significance of men, measures and goals. Without s o m e framework within which competing plans and theories (whether of prices, slum clearance or industrial unionization) can be related to an inclusive system, or without some analytic point of view with which to place social phenomena in a perspective of time and a configuration of totality, the observer is left with little but an unsystematized bundle of preferences and an incoherent mélange of impressions. He can do little more than interpret acts and issues according to emotional im-

[17] *Op. cit.*, p. 152.

[18] Chiefly correspondents under 37 years of age. The first school of journalism was not founded until 1908; the first department in 1905.

pulses and affective hopes. His insights may be keen and his sensitivity high, but his ability to understand is limited to the one-dimensional sphere of distilled facts.

This is not merely an academic gauge, the validity of which newspaper men challenge. In an anonymous questionnaire submitted to the same 127 Washington correspondents who had supplied data on their educational background, the following statement was contained, to be checked "yes," "no," or "uncertain":

> I often feel the need of knowing more economics for my job.

A heavy majority, 86.6 per cent, of those who answered said "yes" (a higher degree of agreement than on all but one other question asked); 10.6 per cent "no"; 2.6 per cent were uncertain.[19] Extensive interviews and personal contacts with more than 150 members of the press corps in the capital over a fourteen-month period lead me to the conclusion that a pronounced majority of the correspondents often feel inadequate to cope with the bewildering complexity of the news they are assigned to cover.[20]

IT MAY be objected that the newspaper man is not required to be an economist or a social scientist, that his job is to report facts, that his talents should be those of getting news, that his energies should be devoted to accurate and interesting writing. The well-known aphorism of Richard Probert, former head of the Associated Press bureau in Washington, may be cited to challenge the argument: "The Washington correspondent has got to write news for the milkman in Omaha." The objections are not relevant. What concerns us at this point of analysis is the attitude of the newspaper men themselves to their own adequacy for their tasks. It is the degree of intellectual security with which they can regard the multitude of matters which they are supposed to describe and, in however small measure, clarify to their readers. For men without "a frame of reference" and with an uncontrolled impressionistic (rather than analytic) approach to issues are driven to a surface interpretation of events. They are oriented with reference to normative words of ambiguous content: "liberty," "Americanism," "justice," "democracy," "socialism," "communism." And words are unstable points of anchor in a world of changing words. Newspaper men evidence a marked insecurity in the presence of social theories or political conceptualization. In this light the caustic reportorial reaction to "New Deal professors," "crack-pot theories," "the Brain Trust," "Frankfurter's bright young men" soon suggests the projection of doubts of personal adequacy upon men who have unwittingly increased personal and professional insecurities. The newspaper man compensates for his inner uncertainty (or his inner conviction of incompetence) by lusty deprecations of those whose intellectual equipment he vaguely fears. He soothes his injured sense of self-esteem by the oblique device of irony about those whose respect he

[19] Note that the question was "I often feel the need of knowing more economics *for my job*."

[20] For the effect of this on the corps' attitude to Roosevelt and the New Deal see my article, "President Roosevelt and the Washington Correspondents," *Public Opinion Quarterly*, Jan. 1937, p. 36–52.

would in actuality prefer to enjoy.

These comments are germane to an understanding of the thinking and the non-conscious drives of the newspaper men in the capital. They are especially applicable to the corps since 1933, when the character of Washington news changed, for better or for worse, from news of political personalities and party intrigues to news charged with a high degree of socio-economic content. There were not many professors in the capital ante-1933, nor a deluge of governmental activity which invaded fields where academic competence was imperative.

There is a supporting insight into the attitude of the Washington correspondent in the following excerpts from conversations with various members of the press corps:

> "I used to get into a cold sweat when I had to write up Roosevelt's money policy."
>
> "Going off the gold standard was a story that gave me a headache I never want to have again."
>
> "The news has taken a crazy turn. We're used to giving the dope about how Joe Robinson cracks the whip, or why the Chamber of Commerce fought the Zilch bill. Now we've got to write about hogs, unemployment, the price of copper and the interstate comerce clause in the Constitution."

One correspondent sheepishly confessed to me that when Professor Warren's theories of prices had the ear in the White House, he dutifully read through the treatise of Warren and Pearson on gold. "I got more confused than ever, so I dropped it. I write the stuff up as I understand it. That's more than 99 per cent of my readers will understand anyway."

During the period when monetary problems were the hottest news in the capital many correspondents consulted E. A. Goldenweiser of the Federal Reserve Board, or members of the staff of the Brookings Institution. To these reporters there was a compensation of the kind found in the remark of one veteran newspaper man:

> To do the job, what you know or understand isn't important. You've got to know whom to ask. I didn't understand most of what Goldenweiser told me, but I took careful notes and wrote it up verbatim. Let my readers figure it out. I'm their reporter, not their teacher.

And there is a triumphant prop for self-reassurance in this last comment:

> I'd like to see the Tugwells or the Frankfurters try to write the stories they're breaking for the girls and boys who read Little Orphan Annie. That would be a laugh. No matter how low I get to feeling, I always know I'm doing a better job than they could.

New York Newspapers and the Case of Celia Cooney

By Sidney Kobre

Mr. Kobre's article is the second to appear in the JOURNALISM QUARTERLY. *His study of the Zangara case was published here in September, 1936. Both studies are analyses of the sociological background of the news.*

A BLOND, bobbed-haired young woman, accompanied by a male companion, walked into the drug-store of Samuel Weiss in Brooklyn, New York, on the evening of March 5, 1924. Several customers were in the store. The young woman's escort sauntered to the counter and pleasantly asked Weiss for a tube of toothpaste. But before the proprietor had a chance to serve his supposed customer, the blond-haired woman and her accomplice drew revolvers and ordered Weiss into a back room. Patrons in the store were compelled to accompany him. The robbers took $35 from the till and fled.

This episode was typical of a dozen others which had taken place in Brooklyn in January and February and which continued in the spring until the eventual arrest of the pair. The hold-ups greatly excited public interest and caused anxiety to every store keeper in the borough.

The girl's procedure in committing robberies seldom varied. She would place an order with a clerk or store owner and then command him to surrender money on hand in the shop. She worked so surely and swiftly, no one could give the police a good description of her, but all victims of her robberies agreed she had blond hair and that it was bobbed. In the press, she became a sensation. The newspapers, loving epithets, called her "the bobbed-haired bandit." Her name, it was learned after her arrest, was Celia Cooney.

This study concerns the behavior of the New York papers in their portrayal of the sequence of robberies and the arrest and sentencing of the girl. It is an attempt to ascertain how well the editors were cognizant of the social implications that lay back of the recital. This case is similar to the Zangara study (see JOURNALISM QUARTERLY, September, 1936) in that it can be shown that the press merely capitalized on the dramatic crimes of the chief participants, without recognition of other important values. It differs from the Zangara story in that Celia Cooney and her history

illustrate even more signally the social and preventive aspects of crime.

Zangara was a type-study in abnormal psychology, but the newspapers portrayed the assassin of Mayor Cermak as a political "red." Celia Cooney's case falls not in the field of psychology, but of sociology. In neither case did the newspapers on their own initiative reveal the forces that came into play to produce these two—Zangara and Celia. These studies are outstanding, yet typical, examples of the way crime is reported in our contemporary newspapers. We could summarize the entire Celia Cooney story by merely indicating what were the omissions, negligences and ineptitudes in its treatment in the press. We prefer to make it possible for the reader of this study to see for himself what the story looked like in the papers.

Our record, then, starts on January 5, 1924. A chain store at 289 Seventh Avenue, Brooklyn, was held up and the manager robbed of $688. Robberies continued during the month, the police failing to intercept the hold-up pair. The following from the New York *Times*, February 8, is typical of the pattern of stories that ran in the newspapers of the metropolis:

BOBBED-HAIRED THIEF DODGES POLICE NET

Search for Girl With the Gun Now Extends Outside City Limits

Brooklyn's bobbed-haired girl-robber continued serenely at liberty last night; and harassed detectives assigned to view with suspicion all women with shorn locks were convinced that the gun-miss was a most elusive person. In fact, they held to the theory that she was a skirted Dr. Jekyll and Mr. Hyde. . .

"She consorts with bandits at night," said Captain Daniel Cary in charge of the squad at Brooklyn Police headquarters, "and probably lives respectably during the daytime. We are doing everything possible to capture this girl. . ."

Up to date, as a matter of record, all the police have learned from the girl's many victims is the state of her hair. There is a divergence of opinion as to its color. Some say it is blond, others that she is a brunette; all say she has a wicked way of saying, "Hands up." . . .

Detectives . . . pointed out (she has never) remained long enough, after gathering up portable property, for the victims to retain a good description. . .

It is not to be wondered at that New York newspaper readers came to expect a new example of bravado every few days on the part of the woman robber. She came into spectacular notoriety when she and her male companion nearly committed a murder in the robbery of the assistant cashier of the National Biscuit Company. The New York *Times*, using the now familiar newspaper epithet, "bobbed-haired bandit," reported this event:

The lawless career of Brooklyn's "bobbed-haired bandit" led her very close to murder yesterday. She and her tall companion . . . held up and attempted to rob the office of the National Biscuit Company . . . Thwarted by the office force, the robbers had to flee before they could get any of the money in the office, which was more than $5,000. Just before they escaped in a Packard limousine, whose chauffeur they kidnapped, the companion wantonly fired into a group of a dozen employees, wounding one of them twice. The girl fired one shot but it did not take effect.

Interest was again kindled when the woman turned her unique talents from Brooklyn to the Bronx, where she and her accomplice, after entering a restaurant and eating a meal there, locked up the proprietor as reward for his service and then fled.

UP to the time of the restaurant episode, newspaper stories, while written dramatically in some instances, adhered to facts. But the New York *World*, thoroughly awake to the interest the woman was creating, now assigned one of its star reporters to obtain a "feature story" on the robbers for a Sunday edition. The subsequent account appeared with a big "spread," running across three columns of page 1 of the news section.

IS DREADED BOBBED-HAIRED BANDIT FEMALE DR. JEKYLL AND MR. HYDE? — FORMER GANGSTER HAS A THEORY

"Human interest" was the key in which this article was pitched—and it was in major key. The spectacular career of the woman was first picturesquely portrayed. Then the reporter sketched in details of a highly speculative character. The story was climaxed by the conjecture of a former gangster, who believed, so he said, that the "bobbed-haired bandit" was the sweetheart of a gunman and that she was in conspiracy with an underworld gang which received jewelry and fineries. In short, she was acting as a "front" for them.

After this, news and "features" concerning the woman began to "break" thick and fast. The police had obtained a tip here. They unearthed information there. Finally, they traced the automobile used in the National Biscuit Company robbery and they intercepted letters sent from Florida by the woman and her companion (who turned out to be her husband) to the man's mother in Brooklyn. The letter asked for money.

The story "broke" in the New York *World* on April 16, appearing on page 1, with a double headline:

MYSTERY OF GIRL BANDIT SOLVED, POLICE SAY, HUNTING YOUNG BROOKLYN NEWLYWEDS

Mrs. Edward Cooney Soon To Become Mother, Sought as Bobbed-Haired Terror of Merchants

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On the following day, the *World* published additional details of the Cooney affair:

THINK MRS. COONEY IS BOTH BRUNETTE AND BLOND BANDIT

Police Report Evidence that Mystery Woman Had Dye On Her Famous Blond Hair

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Photographs Identified By Victims, They Assert

Late in April, the law caught up with the Cooneys.

The New York *Times* presented a terse, yet complete picture of the capture in a story bearing a Florida date-line:

Jacksonville, Fla., April 21.—A woman believed to be Brooklyn's bobbed-haired bandit and a man who said he was her husband were arrested here at 1 o'clock this morning by two

New York detectives. The woman gave her name as Celia Cooney, aged 20, and the man was booked as Edward Cooney, 25.

The detectives, F. S. Gray and Wm. G. Casey, said they were confronted by an automatic pistol in the hands of the woman and two revolvers held by the man, when they broke down the door in the rooming-house in which the Cooneys were living. . .

Mrs. Cooney, according to the police, gave birth here on April 11 to a child that died last Saturday. . .

The clue that has resulted in the capture of the much-wanted bobbed-haired bandit and her male companion, if the pair captured in Jacksonville turn out to be the ones long sought, was obtained after the two used their pistols in an unsuccessful attempt to hold up the National Biscuit Co. offices. . . Both man and girl fired at Nathan Mazia, assistant-cashier there. . .

FOR the first time, aside from the *World* "feature" story which was of an entirely speculative nature, based on no known facts, reporters began to raise questions of motives. The *Times* reported:

> While nothing definite is known as to the motives that turned a young girl to so daring a career of lawlessness, it has been rumored in the neighborhood in which the Cooneys live that the young man found difficulty in earning a sufficient livelihood; and the young girl, in view of approaching motherhood, determined by a few bold strokes to get enough money to carry her and her husband through a period of increased expense.

When detectives started to New York with their captives, the *Times* of April 22 reported their departure, and then continued with an account of the places where the Cooneys had previously lived and the work Celia did. A story similar to this appeared also in the *World*. For the second time we are permitted to take a glimpse behind the scenes. But the sketch of Celia Cooney's social background is still extremely vague:

> BOBBED-HAIRED BANDIT, DUE HERE TODAY, ADMITS CAREER OF ROBBERY
>
> Vivacious As She Leaves Jacksonville Under Arrest With Her Husband
>
> Both Try To Take Blame
>
> Waive Extradition and Tell Detectives They Are Anxious To Get It Over With
>
> Baby Lived Five Days

At the end of this article was a "follow" story with an inconspicuous head-line: COONEY OFTEN JOKED ABOUT GIRL BANDIT—Mother Indignant—Is Certain He Is Innocent—Wife Was an East Side Girl.

The important sidelight revealed by the few facts disclosed here was almost certain to go unnoticed unless the reader had the patience to run through the "lead" story, which started on page one and ended on page 2. Yet it was of great significance if the reader hoped to learn the reasons that impelled Celia Cooney to become a criminal. Did she jeopardize her own freedom and the lives of others merely because she "wanted to"? or was she only a "bad egg," as the police were inclined to put it? Did she commit robberies to pay for her confinement? Did she and her husband find themselves in the unemployable class and did they turn to crime as a desperate means of obtaining a living? The primary ac-

counts in the press throw little light on these questions, sociologically significant and important.

THE story in the *World*, which is about the only attempt undertaken by the newspapers themselves at an investigation of the reasons governing the behavior of the Cooneys, is itself abortive. The major part of this "background" story follows:

> Inspector Coughlin was told by Detective Garry that the bobbed-haired bandit talked freely about herself, except that she refused to tell her parents' names. She was born on the East Side of Manhattan twenty years ago, she said, and moved to Brooklyn six years ago. She said she had worked at various laundries in Brooklyn under the name of Cecile Cherison and *Cecelie Roth*. The police think that *Roth was her maiden-name*. (*Italics mine.*)
>
> One of the laundries where she worked was that of Sheldon and Foster, 566 Dekalb Avenue, Brooklyn. [Addresses where she formerly lived follow]. She married Cooney on May 18, 1923. . .
>
> Cooney, who is a chauffeur and auto-mechanic, was first arrested in Brooklyn on March 21, 1914, on a charge of robbery. Sentence was suspended. He was arrested for gambling on October 13, 1914, but was discharged. He was arrested on November 20, 1923, on a charge of burglary, but was discharged. . .
>
> The girl had worked in several places before her marriage. She was employed on August 6, 1921 at a laundry supply-shop, and in May she was working in the Eastern Laundry at 25 Dean St., which is on the same street on which her husband's family have been residing for years. She was a general favorite at this laundry and was known as "Baby" and "Pinkie." . . .
>
> Paul Horgan, proprietor of the welding-shop at 1057 Atlantic Avenue, Brooklyn, said that Cooney had worked for him for twelve years until three weeks ago and had proved honest and a good worker. Horgan said Cooney used to go to the shop early, start the furnace and work hard all day. Horgan did not think Cooney was guilty. . .

But in this story and in those which are to succeed (and which the newspapers themselves developed), the intelligent reader is confronted with a chronology and a grab-bag of assorted facts, shedding no light on an important human and social problem—and yet curiously provocative. The newspaper reader senses, in some way, that the real personality of Celia Cooney and the social *milieu* out of which she came could be reconstructed by intelligent reporting and news direction. The papers had whetted the interest of their readers. The latter were eager to read anything about this singular girl, as the following culled from news stories reveals, yet the press did not supply the highly significant interpretative stories that were necessary in this case.

> Celia Cooney, the bobbed-haired bandit of Brooklyn and her companion in crime, Edward Cooney . . . arrived from Florida yesterday afternoon. . .
>
> Notwithstanding the fact there are facilities in New York which permit the birth of children at little or no expense, Celia Cooney stuck to her original story that it was because of the expected arrival of the baby that she and her husband, a welder by trade, turned to a career of crime. . . She stressed this and the fact that they had never held up anyone on the street, never intended to injure anyone and felt that "the world" owed them a living. She is a pert, self-sufficient appearing little person with plenty of nerve; and she seems to consider herself the heroine in a melodrama. . . She is not a blonde and never was. Her hair is black, but on the first occasion on which she committed a hold-up she wore blond

curls pinned under the brim of her hat. . .

In the next paragraph quoted, note the interest evinced in the pair by the public:

> The arrival of the couple from Florida bordered on the spectacular. President Coolidge had left Pennsylvania Station not five minutes before. . . A crowd had seen the President depart and those who had come to cheer remained to jeer.
>
> The mob overran the station guards and flocked down the stairways to the platform at which the train was pulling in. . .

THE press had built a mighty structure of publicity and the mob came to see the central figure of a drama written on news print. When Celia Cooney and her husband were later arraigned and pleaded guilty, 2,500 persons appeared at the court house. And still no real explanation of the woman's crimes was given by the press.

> The bandit career . . . of Celia Cooney came to an end yesterday, when she and her husband pleaded guilty to the indictment of robbery. . . . and they were remanded for sentence. They may have to go to prison for from ten to twenty years.
>
> Captain O'Neill had not only to call out the 15th Precinct Reserves (to handle the crowd) but also for additional help from the traffic squad, which sent for mounted men. . .
>
> The striking things about this couple of young criminals are the serious devotion of the man and the self-sacrificing nerve of the girl. . .
>
> . . . Those who have talked to the girl and watched her, those who arrested and questioned her, agree that she is not a romantic figure at all, but a working girl of the ordinary sort who, with her husband, sought a familiar way to get rich quick.

The Cooneys are not characters out of the pulp paper magazines; indeed, they are not even hardened and "hard-boiled." Then, should not readers have asked their newspapers, just *what* are the Cooneys?

The woman and her husband were sentenced on May 6 and on the following day this report appeared in the *Times*:

> Celia Cooney . . . learned yesterday the price she must pay for the brief notoriety and a little more than $1,000 in "easy money" she and her husband gained from their series of hold-ups which terrorized Brooklyn shop-keepers for months.
>
> . . . The Court was not swayed either by the death of the young woman's baby in Jacksonville, a few days after it was born, or by the record of her unfavorable heredity and early environment, which was submitted by a probation-officer who had investigated Celia's history.
>
> According to the probation-officer's report, the girl was born in a basement and was one of eight children; her father was a habitual drunkard, her mother could not read or write and was heartless and unnatural, and the children were sent out to beg and were forced to sleep on cellar coal piles. Celia, the report said, was sent to the Children's Aid Society at the age of 4, and stayed there for four years. An aunt in Brooklyn took care of her for several years until she was 14. She went to work when she was 16, and from then until her criminal career began, her life, according to the report, was a record of hard work, but also of late hours, petty thefts and "running around with men."

HERE, the drama shifts back to the court-room. It was not of the texture that makes the usual copy in a crime story. It came rather in the methodically-written case study of a probation officer, Mrs. Marie Mahone, and it concerned Celia Cooney.

> The defendant was born at 38 E. Fourth Street, New York City, 20 years ago, in a basement. The parents had eight children and Celia was the

youngest. Her father's name is Michael Roth and the mother's name is Annie Roth. The parents were born in New York City. The mother can neither write nor read and never went to school. The father has had very little education and has been a habitual drunkard all his life. He has never worked steadily and has never supported his family. What little support came into the family came in through the mother. The children were sadly neglected; were sent out to beg; they had been known as little children to sleep all night on the coal in the cellar and in the early morning aroused and sent out on the street. Half of the time, the children were scantily clad and had very little to eat.

The father's record is as follows: October 28, 1899, summoned to the Third District Court and ordered to keep sober and send the children to school. None of the children had been attending school but had been sent out begging. Living in one furnished room, 169 Allen Street, Manhattan. The house was visited by disreputable people. When visitors took pity on the children, gave them clothing, it disappeared; any money realized on it was used by the father for drink. They were finally put out of this room, the children and the parents, and moved to 171 Essex Street. On November 21, 1899, the Charities Department recommended that the children be committed to an institution. . .

This unusual document then goes on to show that on January 16, 1900, the father was sentenced to the penitentiary for three months. On other occasions, he was arrested for illegal voting and fighting in saloons. The three Roth children were committed to St. Agatha's Home on January 22, 1900, because of improper guardianship. They had been found deserted by their parents. The report continues:

> The three girls remained in the Home until they were 14 years of age, when they were taken away by an aunt, a Miss Margaret Roth and Mrs. Shorlein, another aunt of the children. . . These two aunts have both stated that the children were sadly and painfully neglected. The children never had a home; the parents had absolutely no love or affection for them; and the aunts were not surprised at the actions of Celia. . . .
>
> The mother was always heartless and most unnatural to the children; seldom visiting them or seeing them while they were with their aunts; and not even seeing them for years at a stretch. Although at times she worked and made a little money, her attention was always turned toward her husband, and the children were abandoned and totally uncared for by her. She worked at different times in different hotels, the last place being the Ritz-Carlton. . . She left this place on a telephone-call from her husband and never returned. She is apparently temperate. She had a record as a good worker.
>
> The defendant . . . about June 25, 1908, then about four years of age, was in charge of the Children's Society of New York. On December 17, 1908, Celia was given to her mother through the Children's Bureau of the Department of Public Charity. Shortly after, Celia was found by neighbors deserted for three days in a furnished room.
>
> Miss Roth, her aunt, took Celia to live with her in Brooklyn. She sent Celia to the Catholic parochial school. From the time Celia was first taken by her aunt until she was fourteen years of age, the mother came on several occasions, had Celia all dressed up by her aunt and took her to New York with her. She kept her in a furnished room and later deserted her after she had taken the child's clothes from her. When Celia would be found by neighbors, she would be dirty and ragged and would be returned to her aunt. This happened on several occasions.

MEANWHILE, Celia's two older sisters had grown up, gone into business and had established a home in Brooklyn. They asked the

mother to take care of the home and of Celia. The mother consented, but it was not long before she brought the father in too, feeding him during the day—at the expense of the two girls—while she continued to neglect Celia. Finally Mrs. Roth left altogether, departing with her husband.

> At about the age of 14, Celia left her home here in Brooklyn, going to live with her mother. There she remained for a very short period and came back to Brooklyn to live with a married sister at 97 Prospect Place. She remained there for about a year. During that time she worked steadily in a brush factory. This sister states that Celia left her home because she disapproved of her remaining out at night and associating with and bringing sailors into the home. Although Celia was ambitious and worked, the sister states she would always steal little things. Celia left her sister's home and went to live with her mother in New York. Celia was then about 16 years old and the sister heard nothing more of her until the present case came up.

Mrs. Mahone then visited various hospitals where Celia had worked. She received both good and bad reports about the girl.

> About March, 1922, she (Celia) rented a furnished room for "me and my husband," age 41, 139 Franklin Ave., for which she paid $30 a month, from a Mrs. Vitalli. She lived there until April 18, 1923, with a man named Cherison. She went to work steadily and so did the man, who was known in the house as her husband. This man is positively not Cooney. She left the house dirty, but she never took anything in the house and the house was always left open.
>
> From May to September, 1923, she lived at 461 Franklin Ave., where she had a room for $8 a week. Mrs. Gallagher was the owner. There she lived with Cooney, Celia having married him in May of 1923. Mrs. Gallagher states that she stole $20 out of her pocketbook and a picture worth $40. Mrs. Gallagher states she used vile language, fought with all the roomers, and they were all afraid of her; that she left the place dirty and filthy. Mrs. Gallagher had her finally dispossessed.
>
> At 52 Madison Street, she rented a furnished room from a Mrs. Ford who says that the girl was a good tenant and she was sorry when the girl left. The investigator located the two aunts, two sisters and an uncle in New York and the parents of Celia Cooney. The sisters, the aunts and the uncle all stated that the environment of the house, while these children were small, was the worst that could possibly exist.

STANLEY WALKER, the former city editor of the New York *Herald Tribune,* has characterized the Mahone case study as a superb bit of sociological reporting. It contains more tragedy, pathos, even pity and terror, than any of the stories published up to the day of the sentencing of the Cooneys. The report aimed at no dramatic effects; it was a bare, almost skeletal relating of the facts of Celia's life. The research labors of Mrs. Mahone have the high virtue of giving us the facts; and the facts are enough to explain why Celia was what she was.

When the story was served up to them on a silver platter, as it were, the newspapers were not unconscious of its value as news, since it linked up so gloriously with the articles previously written about the "bobbed-haired bandit." All the papers published it in full, or paraphrased it; and the public gobbled it up, moved astonishingly by the profound implications revealed.

Let us suppose the probation officer and the judge had not seen fit

to release the fruits of the investigation into Celia Cooney's life? It is altogether likely that the past chapters of her biography would have remained unrevealed as far as the public was concerned. True, New Yorkers would have read the speculative mumbo-jumbo of certain Sunday "features" and the sketchy and unilluminating reports of the police. But since no reporting in the best sense of the tradition had been undertaken, there would have been no intelligent revelation of the cause and effect involved in the story of Celia Cooney. Certainly, the press made no attempt to achieve a sociological treatment of the case, and the exigencies of the problem demanded this attack. The facts amassed by Mrs. Mahone were news in every sense of the story, and she performed a task that was properly within the scope of the reporter's function.

On May 8, 1924, there appeared in the New York *World* a "lead" editorial, written, it is said by Walter Lippmann:

CELIA COONEY

For some months now we have been vastly entertained by the bobbed-haired bandit. Knowing nothing about her, we created a perfect story standardized according to the rules laid down by the movies and the short-story magazines. The story had, as the press-agents say, everything. It had a flapper and a bandit who baffled the police; it had sex and money, crime and mystery. And then yesterday we read in the probation officer's report the story of Celia's life. It was not in the least entertaining. For there in the place of the dashing bandit was a pitiable girl; instead of an amusing tale, a dark and mean tragedy; instead of a lovely adventure, a terrible accusation.

In the twenty years she has lived in this city, she has come at one time or another within the reach of all the agencies of righteousness. Five years before she was born, her father was summoned to court for drunkenness and neglect; the Charities Department recommended then that her older brothers and sisters be committed to an institution. That did not prevent her parents bringing, with the full consent of the law, three or four more children into the world. Celia herself, the youngest of eight, came at four years of age into the custody of the Children's Society. Six months later, she was turned back to her mother, who promptly deserted her.

She was next taken to Brooklyn by her aunt and for ten years or so attended parochial school. At the age of fourteen, her mother brought her back to New York and deserted her. A year later, aged fifteen, Celia became a child-laborer in a brush factory in Brooklyn and was associating at night with sailors she picked up on the water front. At sixteen, Celia was in New York, living with her mother, working as a laundress for a few months at a stretch in various hospitals. At twenty, she was married, had borne a child, had committed a series of robberies, and is condemned to spend the rest of her youth in prison.

That is what twentieth-century civilization in New York achieved in the case of Celia Cooney. Fully warned by the behavior of her parents long before her birth, the law allowed her parents to reproduce their kind. Fully warned when she was still an infant, society allowed her to drift out of its hands into a life of dirt, neglect, dark basements, begging, stealing, ignorance, poor little tawdry excitements and twisted romance. The courts had their chance and missed it. Charity had its chance and missed it. Schools had their chance and missed it. The church had its chance and missed it. The absent-minded routine of all that is well-meaning and respectable did not deflect by an inch the inexorable progress from the basement where she was born to the jail where she will expiate her crimes and ours.

For her crimes are on our heads too. No record could be clearer or

> more eloquent. None could leave less room for doubt that Celia Cooney is a product of this city, of its neglect and its carelessness, of its indifference and its undercurrents of misery. We recommend her story to the pulpits of New York, to the school men of New York, to the law makers of New York, to the social workers of New York, to those who are tempted to boast of its wealth, its magnificence and its power.

IN this brilliant editorial, the writer comes to grips with the problem instead of fumbling with it as the press has done hitherto. Indulging no maudlin sentimentality, the writer engaged in a sociological analysis and interpretation of the girl who had been sentenced. This astute and cogent editorial writer might have gone further, however. Instead of pouring all his anger and scorn upon the courts, the charities, the schools and the churches, he might have saved a little of it for his own paper and all the others in New York.

We might assume that after such devastating comment on the editorial page, the *World* would have "gone after" the children's societies and the charity organizations hammer and tongs. A close examination of the pages of the paper—daily and Sunday—fails to disclose any article relevant to the situation. Neither does the *Herald Tribune* take up the challenge. Only in the New York *Times*, on May 18, do we run across a story that concerns itself with these agencies, describing how the latter prevent anti-social conduct by supervision, care and help of unfortunate persons. It is probable that the piece was inspired by the *World* editorial, just as the latter was born out of the report of the probation officer.

We present, in part, the "feature" as it appeared in the *Times*:

> Few criminal cases of recent times have caused such a widespread interest as that of Celia Cooney. . . Society can but ask itself to what extent it is responsible for the tragic development of the little waif who at the age of four was taken from home.
>
> She had slept in coal bins and been sent to the streets to beg. Life whipped her about from pillar to post, and she was in fact a child without a home. Celia was the last of eight children born into wretched surroundings, caused by the father's inebriety and her mother's cold indifference. That was twenty years ago.
>
> Social agencies were not so well equipped at that time to deal with the problems of the Roth family, of which Celia was a member. The science of handling the unfortunates of life and of guarding the young against evil had not been developed as it has been during the last decade. The potential Celia Cooneys of today have a better fighting chance than they had twenty years ago, social workers say.
>
> "A child of Celia's type and antecedents would unquestionably find her way to a social agency and receive treatment far different from that prevailing 25 years ago," said Lawson Purdy, secretary and general-director of charity Organization Society.
>
> "We are better equipped to deal with such situations than we were when Celia was a child. Prior to 1910, delinquent boys and girls were taken to the Municipal Court, and if the crime they had committed was severe enough, they were sent to the House of Correction with old offenders. They came out worse than they went in."

Purdy then traced the rise of the children's court and the parole system. "The social worker," he said, "has now become a social doctor, diagnosing the condition he finds, examining the background of children all along the line."

The *Times* reporter visited the Children's Court and described its work and interviewed the child probation officer.

THAT a "feature" of this sort would have been written without the sharp spur that the Cooney case supplied is problematical. But the perspicacity displayed by the editor of the *Times*—afterthought that it was—was individual and solitary. No other editor thought it worth his while to pursue the juvenile delinquency or social agency angle. It was not part of the daily grist of news-events; it was the outcome of an easy enough association of ideas. But it is easier still to follow the path of least resistance, the road of routine—and, to most editors, sociological reporting is as foreign as vector analysis.

Yet an editor can take in as much territory as his talents suggest or his news instincts dictate. It is this faculty of linking the news with the "background story" that distinguishes the alert, intelligent editor from the run-of-the-mine news executive who is nailed to his swivel-chair. Requiring swift news-reflexes, alert perceptions, free from stale custom and clean of yesterday's convention, such invasion of a relatively revolutionary field of reporting is open to all the city editors of the land.

Civil War Editors Called It Propaganda

By Fayette Copeland

Professor Copeland, on Sabbatical leave from the Oklahoma School of Journalism, has spent the last year in graduate work at Louisiana State University studying public opinion and the New Orleans press of the Reconstruction.

IN these times, when the words "propaganda" and "propagandists" are used frequently in the every-day vocabulary, it is interesting to note that the terms were used, in precisely their present sense, by Southern newspaper editors three-quarters of a century ago.

Belief that the present connotation of the words dates back only to the period of the World War has become so widespread that many students in the field of public opinion have tended to accept this belief as a fact. And such a tendency has been a natural one.

The Encyclopaedia Britannica in successive printings of its eleventh edition discussed propaganda briefly as a religious agency,[1] and not until after the War did it recognize the commonly accepted definition of the term and include in its pages a discussion which is enlarged in its present edition.[2] While this discussion does not definitely fix the birth of the widespread consciousness of the force of propaganda with the War period, that impression is distinctly left with the reader.

Professor Frederick E. Lumley's survey of propaganda leaves this same impression:

> The sort of promotion which we now call propaganda was not invented at the time of the World-War — although many people heard about it and became excited about it then for the first time. . .[3]

Will Irwin goes the whole way when he traces the sudden change in meaning and designates it as "not an evolution, but a mutation," which took place within two years.[4]

Important literature in the field adds the weight of authority to the support of this "mutation" argument, since few discussions of the subject appeared in print prior to 1917.

But the editors of the New Orleans *Picayune* knew propaganda in 1859 as it is known today, and denounced its perpetrators as "propagandists."

A North Carolinian, William R. Helper, wrote an attack on slavery that was particularly distasteful to

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[1] *The Encyclopaedia Britannica* (11th ed.; New York, 1911), 22:438–9.
[2] *Ibid.* (14th ed.; New York, 1936), 18: 581.
[3] Frederick E. Lumley, *The Propaganda Menace* (New York, 1933), p. 45.
[4] W. H. Irwin, *Propaganda and the News* (New York, 1936), p. 8.

the South,[5] and the author was branded as a propagandist, in an editorial that might have been written by a present-day historian.

The evidence:

> Whoever wrote the book is an Abolition propagandist, of the school of John Brown, and preaches in a fiery strain what John Brown undertook to put into practice.[6]

The South's impression of the book didn't improve, for the work was looked on as good medicine by the Republican party and a digest or "Compendium" was reprinted and copies were sent out from party headquarters by the thousands. The turmoil was echoed in Congress when Representative John Sherman of Ohio, candidate for speaker of the House in 1859, was found to have sent out copies of this "Compendium" under his frank. Southern Congressmen opposed him in a solid bloc, and in the ensuing deadlock the *Picayune* fired another bolt:

> Toleration of such crimes as are meditated against us — proclaimed by one class of fanatics, organized into insurrection by others, and incorporated into a programme of party, for a great and decisive election — is itself a crime, scarcely less dark, and quite as dangerous as the overt action of the more impatient propagandists, and in the struggle which is impending, we ought not to be content with any neutrality. . .[7]

No effort was made to define the term, indicating that its use was understood and that it might have been included in other editorials on other occasions.

Editorials during the period of reconstruction support this theory. In the thick of the quarrel between the Northern Radicals and the Southern Conservatives, the New Orleans *Crescent* deplored the manner in which relations between blacks and whites were gradually being turned into racial hatred through the activities of outsiders in the Southern schoolrooms. Its protest included the following:

> . . . But one thing seems to be pretty well settled — that we ought in some way to contract the efforts of the New England propagandists, and by assuming our natural position as the educators of the negro, rescue him from the subserviency to which he is devoted by the mock philanthropists of Massachusetts, and avert the antagonisms which our enemies are striving to introduce into our society. . .[8]

One other case has come to light. In 1873 a group of Southern writers, several of them newspaper men out of jobs as the result of the rapid turnover of newspapers in the Reconstruction period, collaborated in the publication of an illustrated historical and biographical book about New Orleans and its prominent citizens. In reporting the career of Colonel Isaac G. Seymour, noted editor of the New Orleans *Commercial Bulletin*, his biographer wrote:

> In the autumn of that year he removed to New Orleans to make it his permanent residence, and immediately purchased the *Bulletin* newspaper from Mr. William L. Hodge. Under Mr. Hodge the *Bulletin* had been a zealous propagandist of those extreme measures which were forced upon the whig party, by Northern and Eastern cupidity, and which compelled the abandonment of the National organization of that party by so many Southerners. . .[9]

[5] William R. Helper, *The Impending Crisis of the South: How to Meet It* (New York, 1857).

[6] The New Orleans *Picayune*, Dec. 4, 1859, 1:5.

[7] *Ibid.*, Dec. 7, 1859, 1:5.

[8] The New Orleans *Crescent*, Dec. 2, 1866, 8:2.

[9] Edwin L. Jewell, ed., *Jewell's Crescent City Illustrated* (New Orleans, 1873), "Colonel Isaac G. Seymour." (The volume is unpaged.)

Education for Journalism More Widely Accepted by Editors

By Vernon Nash

The points of view reported in this article are the result of interviews with editors in forty states. Professor Nash, director of the school of journalism, Yenching University, China, served recently with the Williams Journalism Foundation.

EDUCATION for journalism has been, in most cases, one of the chief topics of conversation in the interviews I've been privileged to have in the past year with editors and publishers in forty states on behalf of the Walter Williams Journalism Foundation. I most earnestly wish that all teachers of journalism could have had the same opportunity. It should be helpful for them to be as vividly aware as I am of the way time-lag is now operating in our field.

Not one journalist expressed or undertook to uphold an unqualified opposition to schools of journalism. I made particular efforts to see outstanding individuals who have been quoted as being in opposition in order to get clearer understanding of the ideas which need to be met and answered. Invariably such men, of whom J. M. Patterson of the New York *News* is a typical example, took pains to disavow their opposition to education for journalism *per se*. They are merely critical of schools of journalism as they are now. It is most significant, in my opinion, that almost all men of this type have shifted from opposition to criticism without becoming aware that this is a fundamental alteration of attitude. Another pertinent sign of changing points of view is the fact that even critical opinions were usually stated defensively, accompanied by some such observation as "I suppose this marks me as an old fogy, but—."

Most of this group who acknowledged that they had come to favor schools of journalism, believed themselves somewhat isolated and exceptional in such attitudes. The belief that large numbers of newspaper men are hostile to schools of journalism thus persists, despite its easy refutation in the alumni records of all the better schools. Other facts and experience also discredit the idea, yet it still has power. Friendly journalists are obviously hesitant to act upon their changed opinion for fear they will be thought freaks by their fellow newspaper men.

Teachers should prepare themselves for a surprising upsurge of coöperative help when something causes such editors and publishers to discover that they are now decidedly in the majority. Journalistic initiative in helpfulness on a much wider scale is envisaged in the not-distant future in the light of such facts as the following. Two national leaders, both of whom have served on the joint committee concerning schools, expressed almost identical points of view to me. Their attitudes are typical of what I believe to be a rapidly growing group in journalism. I would summarize their remarks thus:

> We once were thoroughly convinced of the impracticality of schools of journalism, but we know when we're licked. Schools and departments of journalism are a part of the educational program of leading colleges and universities all over the country. What's more, it is plain that they are now accepted by administrations and boards of control as a permanent part of American higher education. Graduates of such schools are scattered throughout journalism in all phases of the work. Though the schools are relatively new and the alumni are therefore comparatively young, some of them are already at the top in their particular lines.
>
> We recognize that the teachers of journalism have thus "made their case." It seems to us nothing short of fatuous to continue to deny it. This does not mean by a long shot that we are satisfied with the present programs and products of schools of journalism; nor are any teachers content, so far as we can observe, except the few hopelessly fossilized. It is, however, clearly our move, since the barriers to better work are handicaps which the teachers alone cannot possibly remove. The time has come when journalists generally should accept a degree of responsibility for their professional schools comparable to that assumed by lawyers and doctors in their respective educational fields.
>
> We have a choice between such assumption of responsibility or resignation to a prolonged period of continued unsatisfactory conditions. The schools of journalism will not die a natural death; they may drag along with inadequate staffs, housing and equipment for a long time unless editors and publishers make an effective demand upon the universities that they either discontinue work in journalism entirely or bring their work in it up to a level commensurate in all respects with that of their other professional divisions.

ANOTHER striking symptom of the altering attitude toward education for journalism is the fact that the press associations of nine states now maintain joint arrangements by which their secretaries or field agents are part-time members of the faculties of schools of journalism. These are Louisiana, Colorado, Michigan, Missouri, New York, New Jersey, Oregon, Washington and Wisconsin. Serious consideration is being given to the plan in a number of other states. Idaho has already adopted it, effective next year. I look for a rapid increase in this form of coöperation because of the wide-spread opinion I've encountered that the newspaper-members of such state press associations are deriving tangible benefits from the scheme. It makes possible the engaging of a much better type of worker in states where the press association is not large or strong enough to employ a good man full-time. One of the most direct and specific services which such a secretary-teacher renders to both papers and schools is his liaison as a placement director, since he gets to know publications and

students intimately. Many other field agents have close, unofficial relationships with schools.

Other straws in the wind are such facts as these: The Atlanta *Constitution* on July 1 next will hold its third annual competitive examination to fill staff vacancies. *Only* graduates of approved schools of journalism are eligible to take them. The impression made by the alumni records of schools is reinforced by acquaintance with the staffs of papers of all kinds, but here again editors think themselves exceptional. I came to expect to hear some such remark as, "We are quite unusual on this paper; we've got a half dozen or more alumni of schools of journalism on our staff." Unfortunately, editors and publishers do not read alumni records. It would seem to me to be highly desirable for the American Association of Schools and Departments of Journalism or the American Association of Teachers of Journalism to prepare a brief pamphlet listing a group of the most prominent alumni of various schools, classified with the positions they hold under the names of the papers and agencies they serve. The wide circulation of such a list would do more than any other one thing to crystallize the increasing favorable sentiment toward the schools.

A list like this would provide the arsenal of facts desired by a growing number of publishers and executive editors whose own certainty is shaken but whose deskmen remain hostile to journalism alumni. The publisher of a large metropolitan daily said to me this spring: "My paper, so far as I know, has never used a graduate of a school of journalism. My editors still vigorously maintain that the careful selection and the subsequent promotion of copy boys is the best way to fill vacancies. Yet a week seldom passes without one or more of my associates bemoaning to me the ignorance and lack of capacity of their staffs. I'm about ready to insist that they give some journalism alumni a thorough trial. College men may be similarly deficient but they can't be as poor on the average as are men with only a high school education."

It is my strong personal conviction that teachers of journalism would be well advised, as the time of greatly increased interest and cooperation approaches, to be fully prepared with precise data and detailed proposals concerning the particular needs of each school. Special thought should be given to the collation of material with a direct bearing upon the chief criticisms of journalistic education offered by newspaper men.

Until one has met the fallacy with amazing frequency, it seems incredible how few journalists know anything about our curricula. It seems almost to be taken for granted in some sections of the country, at least, that schools of journalism preempt a student's time for exclusively professional courses, dominantly of a trade school character, thereby making it impossible for him to get a broad general education. This error is closely related to the criticism I heard most often, and in the expression of which the most heat was manifested. Our graduates, complain the editors, are ignorant in English, history, economics, political science, and so on. Most emphasis is placed

upon their inabilities to spell correctly and to write grammatically.

My favorite answer to this criticism, after outlining a typical curriculum, is to point out that it is fundamentally a charge against all higher education, even against all education, and not merely against schools of journalism. Until elementary and secondary schools can supply better raw material, and unless newspaper men are prepared to put through adequate provisions for *universities* of journalism, it is unfair to hold teachers of journalism responsible for work over which they have little or no control. The usual rebuttal to this defense is the citing by editors of some exceptional man or woman who has come to a publication directly from an arts college. My retort is that schools of journalism also have their occasional "top-notchers," but from neither division is any adequate supply of such personnel obtainable. The prolonging of immaturity and the evils of mass education on the secondary and higher levels are both against it.

THESE at any rate are samples of the sincere and deeply felt criticisms which we should be prepared to answer as convincingly as possible. Another complaint comes much closer home. Teachers have now sold education for journalism to most educators and to most newspaper men of consequence, but they themselves remain under the hottest fire. Many editors and publishers, when they begin to discuss schools of journalism, almost invariably lead off with contemptuous remarks about our professional experience and competence. To almost every such journalist, it is news that there is similar pressure on the academic side concerning the scholastic preparation of journalistic staffs.

Teachers of journalism are thus being ground between two mill stones. One side or the other must give way, or there must be adequate financial provision to make possible and to justify this double-duty form of preparation which is demanded. To add complexity to an already complicated situation, the teacher in journalism is expected to furnish proof of his continued abilities as a journalist by free-lance writing or otherwise, while the university expects regular published proofs of scholarly research. The man or woman from whom all this is expected is usually a member of a division which relatively is underpaid, understaffed and inadequately equipped.

Representations on this issue must be made by some corporate body of teachers. Few indeed are the individuals whose records on all counts are such that remarks along this line cannot be interpreted as defensive *apologia pro sua vita*. On another significant point, however, most individuals could and should speak their pieces confidently. The one supreme test of a teacher is the record of his students. Any other criterion is to some extent irrelevant. To the newspaper man who affirms so vigorously that no one can teach journalism successfully who has not had long and distinguished experience on outstanding publications, let us retort with appropriate chapter and verse that it not only can be done, it has been and is being done. Dr. W. G. Bleyer is a notable example. To the acade-

mician who demands Ph.D.'s for teachers of journalism, let the point be pressed home that our other great pioneer, Dean Walter Williams, had no earned degree whatsoever. He had no formal education beyond high school. I repeat: The one and only sensible test of a machine is its product.

Analogies from other fields ought at least to shake the now unquestioning confidence of journalists that it is axiomatic that good teachers of journalism can only be drawn from the top flights of journalism. Front-rank virtuosos all owe much to the coaching of master teachers who are not themselves capable of concert performances. The same is true of champions in all forms of sport. In these and many other lines, it is recognized that successful teaching and coaching is a separate and valid profession in itself.

Still more obscurantist is the related assumption that any good newspaper man will automatically make a successful teacher of journalism. University administrators who permit newspaper men to put over that fallacy would snort at the absurdity of the assertion that any successful business man would make a good member of the faculty of a school of business administration or that any outstanding politician would fit acceptably upon the staff of a department of political science. Institutions have paid dearly for the like foolishness of believing that any all-American would make a good coach. A gentleman at Harvard, who has never operated upon Wall Street as either bull or bear, is generally credited with understanding its operations better than any one owning a Stock Exchange seat.

It is high time that teachers of journalism began to demand recognition of their special professional status, based not upon what they may or may not be able to do apart from teaching but upon the careers of those taught. The need for admission by others that teaching is judgable fairly only by alumni records is most patent as teachers are being squeezed tighter and tighter between the conflicting demands of two groups, academic and professional, concerning their preparation for the profession of teaching journalism.

Even the most friendly editors and publishers, who readily admit the validity of these factors, recur again and again to the expressed conviction that teachers of journalism do not have any such standing or relative abilities in our profession as do teachers of law and medicine in their fields. My consistent response to this is that they never will nor can achieve such a place until journalists generally take the same interest in their professional schools, and accept a similar degree of responsibility for them, as have been in effect in the legal and medical professions for decades. Newspaper men almost universally have acknowledged the force of this contention; they are rapidly getting ready mentally to undertake concrete ways of sharing responsibility for their schools. It behooves us to be prepared when this promising but crucial development breaks upon us.

San Francisco Journalism, 1847-1851

By Clifford F. Weigle

The following article is a chapter from Mr. Weigle's forthcoming book, "The Pioneer Press in California, 1846–1869." Mr. Weigle is a member of the staff of the Division of Journalism, School of Social Sciences, Stanford University.

GOLD revolutionized California. It was the magnet that lured thousands west during 1849. They swarmed into the mines after the long trip by land or water. They came in caravans across the United States. They crossed Mexico or the Isthmus of Panama. They took the long voyage around the Horn. The population of California by July of 1849 had increased to between 35,000 and 40,000,[1] and the larger part of the '49 immigrants had not yet arrived. By 1850 the population, according to California's first census, was 92,597. This figure did not include the population of San Francisco, for the returns had been destroyed by fire. And the Contra Costa and Santa Clara returns were lost on the way to the census office.[2] The number of men employed in the mines in July of 1848 was estimated at 4,000.[3] This tremendous influx of population resulted in the growth of cities and the establishment of newspapers where, but a few months or weeks previously, there had been only wilderness or sleepy, Spanish-speaking communities.

The first news sheet in Yerba Buena, later San Francisco, was *An Extra in Advance of the California Star*, which appeared October 24, 1846.[4] The first regular issue of the *California Star* was dated January 9, 1847. It had three columns to a page and was printed on sheets thirteen inches by eighteen inches folded to make four pages. A paper supply estimated to be sufficient for two years had been brought from New York with the press by Samuel Brannan. A land speculator and printer, Brannan had become interested in, if not converted to, Mormonism and organized a company in New York for colonization in California. The ship "Brooklyn" was purchased and fitted out and Brannan sailed with his group of colo-

[1] DeBow's *Commercial Review*, VIII (Old Series), II (New Series), p. 541.
[2] *Seventh Census of U. S.* (1850), p. 695.
[3] House Executive Document I, Thirtieth Congress, 2 sess., pp. 56–64.
[4] Douglas C. McMurtrie, "An Introduction and Supplement to *A History of California Newspapers*," *California Historical Society Quarterly*, VII, pp. 227–281. (Editor's introduction omitted from *A History of California Newspapers*.) The date of *An Extra in Advance* is from the "only known copy" supplied by Boutwell Dunlap of San Francisco.

nists on February 4, 1846. The vessel arrived in Yerba Buena July 31, 1846.[5] Before leaving New York Brannan had made plans to publish a newspaper in the West and in December, 1845, had selected the type and press and name for the paper.[6] After arriving in Yerba Buena Brannan set up his equipment, consisting of one small Hoe hand press and a considerable amount of worn type and other necessary printing materials, in the second story of an old grist mill. There, during September, 1846, some job printing was done, including official notices and proclamations for naval authorities and blank deeds and other official forms for Alcalde Washington A. Bartlett.[7] At the end of the same month in which the *Star* was started (January, 1847), Alcalde Bartlett ordered all documents issued in the village of Yerba Buena to be dated San Francisco to prevent the anticipated appropriation of the name for a nearby townsite.

First editor of the *California Star* was Elbert P. Jones, described as a

> . . . thin, green-spectacled, bilious-looking personage who came into the country with the Fall immigration of the year before [1846]. He emigrated, it is believed, from Tennessee, where he had practiced law. He was a man of very fair abilities, and his editorials were written with a good deal of nervous energy. . .[8]

Jones, however, was editor of the *Star* only temporarily. He took the post because of the absence of Edward Cleveland Kemble, who, although not a Mormon, came to San Francisco aboard the "Brooklyn" with Brannan and his colonists. Kemble was born in 1827 in Troy, New York, where his father was a state senator and editor of the Troy *Budget*. Only nineteen years old when he reached California, Kemble joined Fremont's battalion on the outbreak of hostilities between the Americans and the Californians. He returned to San Francisco after the battalion was disbanded in March, 1847.[9] In the first part of April he started work as a printer just as Brannan was preparing to meet the Mormons at Salt Lake. When Brannan left he ordered Kemble and a fellow printer, J. Egan, to act as censors over Jones' hot-tempered editorials to prevent personal abuse and improper discussion. Less than a week after Brannan left, Jones became irate at what he considered interference by Kemble and Egan and quit his editorship in a rage. Thus Kemble, describing himself as a "mere lad," became editor in April, 1847.

With a circulation rate of $6 a year — $10 for two copies — and an advertising rate of $3 for two insertions of one square (ten lines), and $1 for each additional insertion, the *California Star* prospered under Kemble's direction during the remainder of 1847. The paper had between 300 and 400 subscribers.[10] The *Star* reflected its prosperity by starting its second volume in January, 1848, with an enlarged page size, although it remained, as did all other California newspapers for

[5] W. F. Swasey, *The Early Days and Men of California* (Oakland, 1891), p. 202.
[6] McMurtrie, ed., *A History of California Newspapers* (New York, 1927), reprinted from Sacramento *Daily Union* of Dec. 25, 1858. Believed to have been written by Edward Cleveland Kemble. p. 27.
[7] *Ibid.*, pp. 28, 29, 31.
[8] *Ibid.*, p. 33.
[9] Swasey, *The Early Days and Men of California*, p. 199.
[10] McMurtrie, *History of California Newspapers*, pp. 31, 43.

many years, a four-page publication.

The first competitor of the *California Star* in San Francisco was the *Californian*, which began its weekly appearance May 22, 1847. Started in Monterey in August, 1846, by the Reverend Walter Colton and Robert Semple, the *Californian* was the first newspaper in California. Colton's name was dropped from the masthead in April, 1847, and Semple moved the paper to San Francisco the following month. Semple, however, was more interested in real estate ventures than he was in newspaper publishing; so on July 17 of the same year he announced sale of the *Californian* to Benjamin R. Buckelew, a watchmaker. Except for a short period at the end of 1847, Buckelew edited the *Californian* until May 10, 1848, when he withdrew completely from the paper.

In January of 1848 came Marshall's discovery at Sutter's Mill which was to spread the words "California" and "gold" around the world within the next year. But San Francisco was to know nothing of the discovery until later. Business had been dull in the winter of 1847–48 as an aftermath of the war. California's population had increased little over the 1846 estimate of 15,000 exclusive of Indians.[11] San Francisco had a populaion of but a few hundred.

About the middle of May, Samuel Brannan, by exhibiting samples of gold from the Sacramento River, touched off the spark that sent San Franciscans scrambling to the gold fields. When the *Californian* found most of its readers and advertisers departed, it published on May 29 a slip of paper announcing that it had suspended publication. By June 14 Editor Kemble of the *California Star* had received notice from his printers that they were leaving for the mines; so he was forced on that day to issue a slip announcing that publication had been discontinued with the last regular issue. Then Kemble went off to diggings with his printers, and newspaper publishing was, for the time being, forgotten in California.

San Francisco was the metropolis of the gold frontier. From its few hundred population of May, 1848, when Brannan shouted the news of gold, San Francisco had grown to about 1,500 by March of 1849. Shortly after that ships laden with gold-seekers from the East began to arrive.[12] Adventurers poured through the Golden Gate and into San Francisco en route to the mines. Ships laden with supplies to be sold at exorbitant prices were anchored in the Bay. By August the population was perhaps 5,000.[13] But the people continued to swarm into the city (700 vessels arrived during the year) and the population in September had increased to 20,000.[14]

San Francisco was without a newspaper for a month after the *Star* was suspended in June, 1848. The first resurrection of the press came July 15, when an issue of the *Californian* appeared giving news

[11] DeBow's *Commercial Review*, VIII (Old Series), II (New Series), p. 541.

[12] Peter H. Burnett, *Recollections and Opinions of an Old Pioneer* (New York, 1880), quoted in Valeska Bari, *The Course of Empire* (New York, 1931), p. 209.

[13] Samuel C. Upham, *Notes of a Voyage to California Together with Scenes in El Dorado in the Years 1849–50* (Philadelphia, 1878), pp. 221–222.

[14] Bari, *Course of Empire*, pp. 22–23.

of the revolt in France and the abdication of Louis Philippe. The next issue did not appear until August 14; it spread the news of the ratification of the treaty of peace and the end of the war between the United States and Mexico.[15] The *Californian* then resumed publication every Saturday until November 11, when its final issue as a separate publication was printed.

KEMBLE came from the diggings in October and effected California's first newspaper merger. He purchased the equipment of the *California Star* from Brannan for $800 and took over the *Californian* for its debts.[16] Brannan left the printing and publishing field for good and went into mercantile and real estate operations,[17] while Kemble published the first issue of the merged *Star and Californian* November 18, 1848, at the volume and number with which the *Star* had broken off five months earlier. Ten years later Kemble described how a "little one story tenement" was occupied as office, publication room and lodging place for the editor and printer of the *Star and Californian*. Their meals, he said, were cooked camp style in the rear of the building. Although the paper had a "very respectable" amount of advertising at the rate of $2 for one insertion of fifteen lines, job work was the principal source of revenue. The office had no job type. Handbills and posters were set in the same type on which the paper was printed, and there were only two kinds of letters available for display lines. The majority of jobs were bills advertising the departure of vessels. For fifty bills, on half foolscap sheets, the printer received from $16 to $20.[18]

Kemble's venture prospered despite the difficult beginning, but he wanted to start an entirely new newspaper. He arranged to get Edward Gilbert, a practical printer and a good writer who had come to California as an officer in Stevenson's regiment, as partner for the venture. Gilbert accepted the partnership on the condition that a friend, G. C. Hubbard, also be taken into the firm. Gilbert suggested the name *Alta California* for the new paper. The three proprietors, all printers and natives of one district in northern New York, issued the first number of the *Alta California* January 4, 1849, as a successor to the *Star and Californian*. The *Alta* prospered in 1849, especially after the heavy influx of gold-seekers began during the summer. Scarcity of paper was the major difficulty. March 22 the *Alta* was suspended two weeks for lack of paper. The next issue, on April 9, contained two weeks' news. The steamer "Panama" was making ready to sail next day, and the *Alta California* was announced as "For The Steamer," thus setting the custom of a steamer paper which was continued by San Francisco newspapers until the completion of the transcontinental railroad twenty years later.

Gilbert, twenty-seven years old, was senior editor of the *Alta*. He attended the Constitutional Convention at Monterey in September and October of 1849 as a delegate, and also reported the proceedings for his

[15] McMurtrie, *History of California Newspapers*, p. 53.
[16] *Ibid.*, p. 55.
[17] Swasey, *The Early Days and Men of California*, p. 205.
[18] McMurtrie, *op. cit.*, p. 58.

paper. He was elected to Congress that fall, and Kemble managed the paper alone for two years. During the convention it was necessary for the *Alta* proprietors to issue a supplement to carry extra news and advertising. The *Alta California* continued to grow with San Francisco. On December 10 a four-page, tri-weekly issue was started in addition to the weekly. That the paper was making money is illustrated by the fact that about this time J. E. Durivage was hired as assistant editor at a salary of $6,000 a year. Plans under way for a *Daily Alta* were spurred by word that some young printers were going to start a *Daily Journal of Commerce*. Hastily the tri-weekly *Alta* was changed on January 22, 1850, to a daily, the first in California, beating the *Journal of Commerce* by one day. The "second great fire" [19] that swept San Francisco destroyed the building in which the *Alta* was published, but the presses and most of the equipment were saved. In July, 1850, a steam-driven press replaced the hand press in the *Alta* plant. Kemble went East in October; he was replaced as editor by Frank Soule, hired at $6,000 a year. The paper was further enlarged in page size during the winter of 1850–1851 to care for increased advertising. By May receipts "could not have been less than $15,000 a month," Kemble wrote. The office, in a $30,000 brick building, contained a large assortment of book and job type and two or three steam presses. Then came the great fire of June 22, 1851, which destroyed everything but the type forms. The *Alta* never fully recovered from the loss.[20]

For about the first six months of 1849, the *Alta California* was the only newspaper in California. Its first competitor was the tri-weekly *Pacific News*, started August 25, 1849, by Falkner and Leland. On confirmation of the news of the discovery of gold, Falkner sold his Norwich, Conn., paper, packed a press and other equipment aboard a vessel bound around the Horn and sailed with his two sons. Stopping at Valparaiso en route, Falkner met Warren Leland, who had been a hotel proprietor in New York. The two agreed to publish a newspaper in California, with Leland as business manager and Falkner as editor.[21] The job office of the *Pacific News* was superior to that of the *Alta*, and for a while the *News* monopolized most of the job work in San Francisco.

The *News* then went through a series of changes of owners and editors that was characteristic of the early California newspapers. During the winter of 1849–1850 Leland sold his half interest at a good profit.[22] In the same winter the paper changed hands again. It was purchased by Winchester, Skillman and Company. Jonas "General" Winchester at one time was associated with Horace Greeley in publication of the *New Yorker*. At the time of the gold rush, Winchester

[19] *Ibid.*, p. 66.

[20] *Ibid.*, p. 67, 68.

[21] Upham, *Scenes in El Dorado*, pp. 385–386.

[22] McMurtrie, *History of California Newspapers*, pp. 76–78, Kemble says Leland sold out for $30,000 and was succeeded by a brother, who likewise sold out at a profit; while Upham in *Scenes in El Dorado*, pp. 259–260, says Leland sold his half interest to Major Allen for $50,000 and returned to New York to resume hotel keeping.

was publishing the New York City Odd Fellows journal *Golden Rule*. He went to Washington, verified rumors of the gold discovery, and sailed January 13, 1849, for California.[23]

The *Pacific News* also had several editors during its brief life. A few weeks after the paper was started, Charles Eames of Washington, D. C., arrived in San Francisco en route to the Hawaiian Islands, where he had been appointed consul by President Polk. He accepted the proffered editorship of the *News* at $500 a month because the election of President Taylor subsequent to Eames' appointment had made his recall a foregone conclusion. A few weeks later Ferdinand C. Ewer, who had recently been graduated from Harvard, was named assistant editor. Ewer took over the editorship of the paper at the end of January, 1850.

In addition to job work, the *Pacific News* built up a circulation of several hundred subscribers among the thousands coming into San Francisco during the winter. Samuel Upham, a business man forced by illness to end his search for gold, decided to try the newspaper business. In November, 1849, accordingly, he obtained from the *News* proprietors exclusive right to canvass for subscribers and to deliver the paper to readers in San Francisco and its "suburbs," including the adjacent sand hills and Happy Valley with its cluster of tents erected by newly-arrived gold-seekers. Upham sold the paper to nearly every one he called on and collected promptly at the end of the week. He soon sold his route for $200 and became bookkeeper at the *News* for $100 a week, with a bunk in the office in which to sleep.[24] During 1850 the *News* became a daily, selling at twelve and a half cents a copy, or seventy-five cents a week. Every two weeks a steamer edition, printed on wrapping paper of various colors, was issued at fifty cents a copy. Advertisements were taken at $5 a square for each insertion. But repeated fires and rapidly increasing competition killed the *Pacific News*. The paper was forced to suspend for a couple of weeks after a fire in 1850. In 1851, the plant was destroyed once or twice more by fire, and the paper was permanently suspended in that year.

AT THE START of 1850 there were two newspapers — the *Alta California* and the *Pacific News;* but other papers were planned in the rapidly growing city. Some new printing material had already arrived. Other presses were on their way around the Horn. Prospectuses for at least two papers were before the public. Every steamer brought editors, publishers and printers, "looking out for openings."[25] In August, seven months later, San Francisco had six daily newspapers, all four-page affairs looking very much alike. The Daily *Journal of Commerce* was started on January 23 and was burned out twice in the single year it lasted. On June 1 the Daily *Herald* was established. It was followed by the *California Courier* on July 1, published by James M. Crane and F. W. Rice. Crane had been a letter writer in

[23] Swasey, *The Early Days and Men of California*, pp. 374–376.

[24] Upham, *Scenes in El Dorado*, pp. 259–260.

[25] McMurtrie, *op. cit.*, p. 78.

Washington and an ardent Fillmore supporter. He received financial backing to start a Whig paper in San Francisco. Elaborate material, including a steam power press, was shipped for San Francisco around the Horn. Meanwhile Crane came to the city and issued an elaborate prospectus for his paper in the fall of 1849. He had shipped his material, however, on the old steamer "Chesapeake," which took a year for the voyage, so that the paper was not started until July, 1850. Crane and Rice were the first to order and ship a steam press to the Pacific Coast, but owing to the long passage of the "Chesapeake," the proprietors of the *Alta* were the first actually to install steam power.[26] The *Evening Picayune*, first evening paper on the Pacific Coast, was started August 3, 1850. The daily *Public Balance* was established December 8 by Benjamin Buckelew, who had been owner of the *Californian* for a while in 1848, and Eugene Casserly. Kemble, editor of the *Alta* at the time the *Public Balance* was started, declared it was established as a rival to the *Alta* because the *Alta* had refused to print "puffs" for the wealthy Buckelew and his undertakings.[27] The *Public Balance* was the city's first low-priced paper, selling for five cents a copy or twenty-five cents a week. A month after the paper was started, Casserly quarrelled with Buckelew and started a rival *Public Balance* at the same low selling-price. Casserly was forced by the court, however, to change the name of his paper to the *Standard*. After months of bitter rivalry, both papers died late in 1851.

Two other daily papers and several weekly publications were started in San Francisco during the spring and early summer of 1851, beginning the strong competition that made California a "journalistic graveyard" for twenty years. A majority of the papers lasted only a year or two, and few men found newspaper publishing profitable.

[26] D. C. McMurtrie, *The Third Historical Record of Printing in California* (San Pedro, Calif., 1935), pp. 9–10. (An account and text of "The Press of California—Its Origin and Present Condition," which appeared first in the *Weekly Mail* of San Francisco late in 1854 and was reprinted in the Sacramento *Union* of November 17, 1854.)

[27] McMurtrie, *History of California Newspapers*, pp. 90, 91.

American Neutrality on Europe's Front Pages

By V. Royce West

Dr. West, head of the foreign language department at the Municipal University, Omaha, is a close student of foreign newspapers. A year ago he lectured at the Institute for Journalism at the University of Berlin.

PERHAPS the biggest news story ever to come out of America, from Europe's point of view, was Columbus' discovery in 1492. Since that time there have been other stories important on both sides of the Atlantic — the American Revolution, the Civil War, the Spanish-American War, American decision to participate in the World War. Scattered in and among such events was another of European importance, the development of the Monroe doctrine.

Europe's newspapers paid attention in varying amount to all these events. But in recent years an American development has demanded front page space in almost every European country — the projection and adoption of United States' neutrality policy and legislation. It may be argued that Europe's interest in this topic is a direct commentary on the degree to which such legislation will guarantee American isolation and inviolability.

The purpose of this paper, however, is to examine European journalistic treatment of two stages in the policy's development — the request of President Roosevelt in early 1936 for extended neutrality legislation, and the shipment of American airplanes to the Spanish Loyalists at the turn of the year. A selection of German, French and Italian papers have been studied with regard to the first episode; a selection of German, French, English and Spanish papers with regard to the second.

What were the headlines on Europe's front pages when the President went before Congress with his request that he be given broader administrative freedom to institute embargoes according to his judgment in particular situations? How were the news stories displayed? What was the nature of editorial comment?

Der Angriff, founded by Dr. Joseph Goebbels, German propaganda minister, when he was *Gauleiter* of the Nazi party for Berlin, but now the organ of the German Labor Front, devoted more than half its front page (tabloid size) on Sun-

day, January 5, 1936, to President Roosevelt's neutrality message. Across the three left of the four columns stretched the headline "Roosevelt for Extended Neutrality" (*Roosevelt für erweiterte Neutralität.*) The sub-head and the caption of the editorial in the right column called attention to the President's general attack on autocratic government heads.

A black-face, one paragraph lead — credited to the International News Service — headed the story, stating that immediately after the opening of Congress at noon Friday the new Neutrality Act, containing additional regulations to protect American neutrality, was introduced into the House of Representatives and the Senate, to take the place of the provisional act which was to expire February 29.

Four following paragraphs dealt with President Roosevelt's remarks on foreign policy, noted his sharp criticism of foreign autocrats who make slaves of their people and push them towards war, emphasized his references to peace among the twenty-nine republics of America and quoted in black-face two paragraphs on the end of dollar-diplomacy. Three paragraphs on national affairs followed. Three further paragraphs analyzed the content of the proposed neutrality legislation, pointing out that here was a distinct departure from past policy and that the act was planned for the future as well as for the present situation. Items emphasized were the President's new responsibility for carrying out the embargoes against nations on both sides of a conflict, his power to determine which materials not strictly munitions and arms but invaluable for war purposes were to be included in the embargoes, and his right to forbid American citizens to use ships of warring nations and to forbid these ships the use of American ports. The final paragraph, also in black-face, stated that such ships, attempting to load fuel oil or other wares, could be interned.

"Are the democracies really more peaceful than undemocratic systems?" the front-page editorial asked, after discussing Roosevelt's criticism — and, according to the *Angriff* point of view, misunderstanding — of the dictators. The editorial writer then listed this array: the recent struggle between Bolivia and Paraguay, the Brazilian revolution, wars waged by democratic powers during the last hundred years, China's heavy demand for munitions since adopting the democratic form of state, and the entrance of the United States into the World War.

"Once before we heard the voice of peace coming from an American President," the editorial continued, in a passage also quoted from United Press dispatch in the Paris edition of the New York *Herald Tribune* (January 6, p. 3). "Wilson's piping sounded even softer. But that American Peace President, through his peace treaties, did not leave the world safe for democracy but prepared the soil for dictatorships."

At the end, this editorial stated that Roosevelt had had to govern in the United States according to the American way but that the Germans accepted the national socialist type of government quite as willingly, after three years' trial. They could not accept President

Roosevelt's criticism as just, merely because their form of government was a different one. The writer maintained that Germany, through the naval treaty with England, through the ten-year treaty with Poland, and through Hitler's declarations of willingness to take part in joint disarmament, had furthered the cause of peace.

Immediately thereafter, on page two, to which the editorial ran over, a six-inch story quoted New York *Times* and *Herald Tribune* editorial comment on the President's address, emphasizing with black-face quotations the latter's contention that it was "political bombast."

In its first comments in the Sunday issue, the *Frankfurter Zeitung*, generally thought to be owned by the dye trust (*I. G. Farben*), pointed out that such an automatic neutrality as was aimed for meant that the United States withdrew use of its power to influence world events except in a defensive war. President Roosevelt had spoken of this effect several months earlier.

Its issue of January 7 brought much fuller coverage of the story, with two-column headlines on a story twenty inches long on the front page, plus an eighteen-inch leading editorial, plus twenty inches more on page 11. After a few comments on the importance of the new law upon the existing Italo-Abyssinian war, the editorial touched on the importance of such a law for automatic future neutrality. "The world must reckon with the fact that a state and people of the importance of the United States will keep itself out of all martial entanglements, except in its own interest, by means of its own laws," the editorial continued. It pointed out that the most important decision was surrender of an elastic position for an automatic, regulated neutrality.

SPAIN, of all countries, alone had a constitutional provision forbidding war, the *Frankfurter Zeitung* stated. And the current situation in Spain was the one causing the formulation of the new neutrality act to assume such importance! Twice the editorial recalled the direction of American policy along lines pronounced by the Monroe doctrine.

> In the past there have been vacillations in public opinion on this principle, upon which no one can count in the future. Rather, one will have to count on accentuation of the Monroe doctrine, which develops as a correlation to withdrawal from the rest of the world.

Even this early the *Frankfurter Zeitung*, like the Paris *Temps*, predicted that states dependent upon the United States for munitions would begin to make themselves independent of other countries for their war-time supplies. This, it was stated, would in itself give added impetus to the trend toward economic self-sufficiency and to armament building.

The front-page article in this issue of the *Frankfurter Zeitung* was special correspondence from London, reporting English astonishment at the conflict between the new legislation and the old American principle of freedom of the seas. Considerable space was devoted to the Anglo-American difficulties arising from the English naval blockade of the Central Powers early in the World War and the possibility of

similar conflict in case of League of Nations action on the basis of Article 16, calling for a blockade.

The Berlin *Lokal-Anzeiger* put the story below the fold on the tabloid-size sheet, but on the first and second pages. The chief headline read: "Roosevelt Against Political Greediness; Expanded Presidential Power to Preserve Neutrality." Considerable emphasis was given (page 2) to the scheme for avoiding the principle of freedom of the seas.

In Munich appears one large edition of the chief Nazi newspaper, the *Völkischer Beobachter;* one of the other leading Munich papers is the *Münchener Neueste Nachrichten*. Published in large format, the *Neueste Nachrichten* on January 5 gave the neutrality stories a full-page, banner headline: "Will America Adopt Oil Sanctions?" (*Beginnt Amerika mit der Erdölsperre?*). The news story underneath took up nearly thirty inches in the three middle columns. It included more direct quotation and less interpretative comment than the presentation of the *Angriff*. The reception of the news in London was subject for a considerable part of the story.

The *Völkischer Beobachter* itself, in the original South German edition for January 5, printed two long red lines — reserved for hot stuff — under the four-column, two line streamer: "Two-fold Neutrality Policy of the U.S.A." (*Zweifache Neutralitäts-politik der USA.*) A sub-head ran across three columns left of the center of the page over the story (three columns by eight inches), reading: "Extended Neutrality Legislation for the President Introduced into Congress" (*Unbefristete Neutralitätgesetzgebung für den Präsidenten im Bundeskongress beantragt).* The news story paralleled that of the *Angriff*. Initials "dnb" at the date-line indicate that it was an official German News Bureau (*Deutsches Nachrichten Büro*) dispatch.

Characteristic was the editorial comment immediately following the news dispatch, and separated from the news only by an asterisk in the center of one otherwise blank line. Portions of this material are identical to emphasized paragraphs of the *Angriff* story.

In the heart of the industrial district, usually regarded as the voice of heavy industry, the *Rheinisch-Westfälische Zeitung* appears at Essen, seat of the Krupp works. Especially interesting, therefore, was the special emphasis given (January 4) to that portion of the neutrality bill which would empower the President to forbid the export of materials in his judgment useful for war purposes, although they might not actually be arms or munitions, but indispensable for their manufacture or for the continuance of war.

One of the sharpest editorials of the various Sunday editions appeared in the *Deutsche Allgemeine Zeitung*, Berlin, in the left-hand column on the front page. The various news stories relative to President Roosevelt's address and the neutrality bill filled three columns on page two. A story on the United States Army general staff plans to create the largest air fleet in the world, though short, was given prominent display.

"Good Little America and Bad, Bad Europe" (*Das brave Amerika und das böse Europa*) was the cap-

tion of the editorial. It began with a statement that President Roosevelt had preached a well-meant Capuchin sermon for Europeans, in a tone strongly reminiscent of Wilson. "Good little America is set up as a model for the Old World, wherein a few hair-raising episodes in America have evidently been forgotten. . . ." For the list, see the editorial already cited from the *Angriff*. "We know that rich America — rich in land, raw materials, man power and wealth — has done much through its policy of hindering world trade by means of high tariffs, by cheap export on a large scale and by simultaneous withdrawal of credit, and further through immigration laws, to make the space for living in the Old World still narrower."

After the analysis of the effect of the coming legislation on the Italo-Abyssinian war and oil sanctions, the editorial asked what might be done to bring the complicated chaos of Europe into order. "Especially we in Germany," it ended, "understand why America does not want to have anything to do with those entanglements of the world which do not affect it. In this attitude of neutrality American policy is like the German, which is concerned not to mix in where others fight out their conflicts. We are no more satisfied with contemporary Europe than Mr. Roosevelt."

Provincial German papers brought more or less similar but usually shorter treatments of the whole episode. They often emphasized, for obvious reasons, as did the *Allgemeine Zeitung*, the untimely bulletin about the plans of the United States Army general staff for the most powerful air fleet in the world.

IN FRANCE the press was split by President Roosevelt's dictum on American neutrality. The dominant note of reaction in the French Sunday press, January 5, was embodied in criticism of an implied contradiction between its denunciation of powers that imperil peace and refusal to make a distinction between the aggressor and the victim in war.

Paris journals were harsh in criticizing the two-edged nature of the coming legislation; German editors had noticed it, but were not so concerned as their French colleagues. Both French and German writers commented ironically about the peaceful American continent.

Le Matin, a French journal with munitions-maker pressure on the management, spoke of Roosevelt's New Deal directed economy, predicted now directed history:

> President Roosevelt, in his message to Congress, declares that the rest of the world should imitate the inhabitants of the American continents, among whom there are "neither wars, nor rumors of wars, nor desire for wars."
>
> What a magnificent example of directed history. For, not later than 1933, men killed each other to the best of their ability in the Chaco war between Bolivia and Paraguay. Doubtless, President Roosevelt has never heard of this war, or he does not care that one should hear about it, for he includes Paraguay and Bolivia among the good neighbors whose noble example should put the wicked nations of Europe to shame. What a pity that directed history should be difficult to digest.

This might have been lifted from any one of a number of German papers, or indeed directly inspired by the Nazi propaganda ministry. So, too, comment from *Le Journal:* "It

is extremely piquant to hear autocratic tendencies denounced by a statesman who has pushed autocracy to the point of arbitrarily modifying the value of currency and undertaking the regimentation of all national economy."

Le Populaire, organ of Léon Blum, was displeased that Roosevelt should place aggressor and defender in the same closed market category:

> While President Roosevelt's message contains a terrible accusation against Fascist and imperialistic powers, the proposed Neutrality Act refrains from transforming it into action. On the contrary, it places the aggressor on the same level as the power which invokes international solidarity against aggression. How is this flagrant contradiction to be explained? The answer is simple: despite President Roosevelt's power and prestige, he has been compelled to submit to public opinion.

In more direct reproach, *L'Intransigeant* declared:

> With great force, President Roosevelt condemns dictatorships, which, according to him, imperil the world's peace. And then he goes on to say that if one of those dictators should attack a pacific nation, the United States would remain aloof from the conflict, make no attempt to stop the aggressor, and refuse its assistance to both the lamb and the wolf.
>
> All of us in France are surprised by these words, which appear to us illogical. Indignation that expresses itself only in words, and not in acts, does not seem sincere.

L'Humanite, official French Communist organ, however, approved and welcomed President Roosevelt's message. Headlines announced: "President Roosevelt Denounces War and the Fascist Dictators Who Provoke It." Excerpts from comment on the speech:

> The neutrality sponsored by President Roosevelt by no means implies *moral* isolation on the part of the United States. On the contrary, the President has taken care to stress that the United States proposes to support with its moral influence everything that tends to combat autocratic policies of repression, intimidation and intolerance. This constitutes a solemn warning directed against Mussolini, Hitler and all those who are playing their game.

Refusal to make a distinction between the aggressor and the victim in war was the chief criticism in both Rightist and Leftist Parisian newspapers.

In Italy, the press attacked President Roosevelt's message sharply. Editorials mocked its moralizing tone. Scathing phrases denounced what they called Roosevelt's hypocritical expressions toward a few nations, Italy above all. Criticism of the form of government in authoritarian states was termed entirely out of order. How does it happen, they often queried, that Roosevelt, who has introduced many measures directing the United States toward an authoritarian form of government, finds such regulations so detestable in other countries? Is a country whose national hero, Lindbergh, is forced to emigrate in order to protect the life of his second son morally entitled to judge different types of government?

As to the Italo-Ethiopian conflict, Italy had been patient enough, according to the *Giornale d' Italia*, semi-official newspaper. She had tried peaceful means, but even the United States, by throttling immigration, had helped drive her to use force, to find room by territorial expansion. Roosevelt's policy of neutrality denoted, according to this paper, open intervention in the war, not neutrality.

THE Cuse airplane incident of late December, 1936, and early January, 1937, called out the headlines again, not only in the United States but in Europe as well, especially in Germany. An I. N. S. dispatch from Berlin dated December 29, published widely in this country, amplified the reaction:

> Granting of a license by the American State Department for shipment of airplanes and airplane motors to Spanish Loyalists created an uproar in Berlin today. The furor over the Washington move began with the publication of the afternoon papers in Berlin. These papers splashed the story over their first pages, using streamer headlines. "Alarm in England: America Delivers War Material to the Reds," screamed the *Nachtausgabe*. "U. S. A. Sends Reds 18 Airplanes, 55 Engines," read *Der Angriff's* streamer. Other papers gave similar prominence to the news.

"In spite of the well-proved active meddling of the Soviet Union in the Spanish war," the *Völkischer Beobachter* (South German edition, December 30) declared, "the American government believes it can assume that the events in Spain are a purely 'civil' war, in which case the Neutrality Act need not be enforced." Preceding and following this characteristic comment the bare facts of the Cuse licensing were recited. The story made page 1, but was below the fold and not played up. A two-deck head read: "Big American Shipment for the Bolshevists; 18 Airplanes and 550 Motors on the Way to Bilbao."

The Berlin edition, however, was another story. Relegated to page 7, labeled "German Foreign Policy and the World," two two-column heads still stood out: "18 Airplanes From the U. S. A. for the Spanish Bolshevists; Peculiar Attitude of the State Department in Washington"; and "'New York Evening Journal' Surmises: Have Airplanes Already Been Shipped for Two Months?"

The *Beobachter* news was evidently taken from I. N. S. dispatches. The first section contained the facts known early in the case; the second gave details of a special New York *Evening Journal* story on earlier shipments for the Madrid or "red Spanish" government. A third section, under the sub-head "Great Excitement in the Press and in Congress," explained the civil war loophole in the neutrality act but called attention to the twenty cases in which the State Department had been able to discourage applicants from pressing for licenses. New legislation to be pushed by Senator Pittman was outlined.

By Thursday (December 31) the *Beobachter*, chief Nazi paper, counted the story so important that "American Planes for Spain" took precedence over the story of the funeral of General von Seekt, recreator of the German army after the war! "Extensive Armament Purchases of the Soviet in the U. S. A." — caps and lower case an inch high, across four of the six wide columns. And below the headline, quarter-inch red stripes. Sub-head: "The Soviets Have Bought Old American Army Planes For Years." (*Weitverzweigte Kriegsgeschäfte der Sowjets in U. S. A.; Die Sowjets kaufen seit Jahren alte amerikanische Heeresflugzeuge.*)

The story, again an I. N. S. dispatch with little comment, gave details about the business of the Vimalert Company and proceeded, under the sub-head "Roosevelt Will Take a Hand," to tell about the

President's press conference, his condemnation of the present law as inadequate, and, in black-face, his hope for a law extending Presidential power. Likelihood of new legislation suitable to the President was presumed early in the current session of Congress, extending the neutrality act and eradicating its demonstrated weaknesses.

In the *Berliner Tageblatt*, morning edition, December 30, English concern about the effect of United States shipments on the non-intervention policy was played up, as in the Paris *Le Temps*. The evening edition (page two) emphasized Roosevelt's sharp criticism of the unpatriotic attitude of those selling planes to Spain. It crowed over the signs of President Roosevelt's effort to centralize authority in his own hands (as it did later, after his message urging reorganization of the Supreme Court). The German News Bureau added an editorial note to President Roosevelt's statement, which asked for decision by someone in authority 365 days of the year, saying that the President meant that he should be given power of decision because Congress was not in session during part of the year.

THE consensus of opinion in Spanish Loyalist papers seems to have been that the "United States has recognized the principle of aid to a legitimate government in case of a European civil war."

The Madrid *Informaciones* wrote, under the rubric, "The United States Engages in an Excellent European Policy," as follows:

> The great North American nation declares that she will furnish all the armaments asked for to the legitimate government of Spain. In establishing this good policy, she has cleared up the nebulous problem under which the subversive movement was struggling.

C. N. T., journal of the National Federation of Workers (*La Confederacion Nacional del Trabajo*), commented:

> Russia and Mexico have accorded efficacious aid to Spain for a long time, but this help is not as significant as the attitude taken recently by the United States. They see the problem very clearly. This gesture ought to be a precedent in this, which concerns the attitude of the whole world in the face of the Spanish war.

The London *Times* correspondent in Washington had neatly — and luckily — prepared his readers for the Cuse incident, for the December 29 issue had carried nearly a column of neutrality legislation. The headlines indicated to what degree the English and other European powers are concerned with their ability to purchase in the United States: AMERICA AND EUROPE. Lower decks: "Embargo on War Supplies" and "President's Powers."

The *Times* analysis presented two opposing American points of view: mandatory sanctions versus neutral belligerency ("the United States should build the strongest navy in the world — to fight for its neutrality"). It appeared to prefer the policy of granting to the President "wide powers and commensurate discretion in their exercise." The correspondent further commented:

> The forces at work are complex and strong, and not the least powerful among them is born of the fact that when, in any system of popular government, the executive and legislative powers are two, and not one, they will always be jealous of each other and always in conflict.

Immediate pressure upon Congress to amend present neutrality legislation, extending operation of the embargo provisions to the civil conflict in Spain, appeared significant to the Washington correspondent of the London *Times* immediately after the Cuse story broke. The announcement by the State Department that it was without authority to refuse a license to export second-hand airplanes to the Madrid government was of secondary importance. The effect, in his opinion, was to create just "the sort of mild newspaper sensation likely to stir the Senate and the House of Representatives to prompt action." The story, plus related dispatches, was worth half-a-column December 30. The headline: "U. S. AEROPLANES FOR SPAIN; Congress to Take Action; Proposed Embargo."

The *Times* carried nearly a column December 31, headed "America and Neutrality," as soon as the implications of the Cuse incident became known. The correspondent pointed out the "desire of the United States government to have it understood that they may be relied on to abstain from measures or policies obstructive of the efforts of other powers to preserve peace," in spite of the embarrassment caused the State Department by the incident. The article reviewed the record of strong State Department reminders that exports to Spain would contravene the spirit of American neutrality policy, and predicted hurried amendment of the present law.

In Paris, *Le Temps* accorded only nominal space and position (less than six inches below the fold on page 2) on December 30 to a terse statement of the granting of a license to export planes to Spain. About half this item was composed of a dispatch from London, depicting British official opinion. The anomalous position of the State Department in the face of the neutrality act was accorded minor ridicule. It was thought likely that the British government, acting in the name of the non-intervention committee, might send a note to the United States in the interest of the general peace.

The next day *Le Temps* front-paged the story, placing it under the two-column standing top head "La Guerre Civile en Espagne," in the second column from the right. A second one-column deck read "L'Exportation d'Avions Americains." Following dispatches from Washington and Jersey City, *Le Temps* devoted three paragraphs to President Roosevelt's press conference comments and proceeded to announce Senator Pittman's plans for legislation preventing shipments to warring civil factions. In a following paragraph excerpts from editorial comments of the New York *Times* appeared. Appended was a four-inch story on Spanish purchases in Mexico, many of which were thought to be of United States origin.

The story grew to three-fourths of a right-hand column in *Le Temps* of January 1. President Roosevelt's views were analyzed further, the Pittman, MacReynolds-Vandenberg impasse was explained, and the Department of State's explanation, defending the license-granting, to its various representatives in Paris, London, Rome, Berlin, Moscow and Valencia, was given in full. This issue also devotes a few lines to the reaction of Spanish newspapers to news of the shipment.

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BOSTON UNDER MILITARY RULE. Compiled by Oliver Morton Dickerson. *Boston: Chapman and Grimes.* 1936. xiii + 137 pp. $4.00.

This is a compilation of matter from the New York *Journal* of John Holt and the Boston *Evening Post* of Thomas Fleet, from September 28, 1768, to August 1, 1769, published under the title *Journal of Occurrences* in New York and *Journal of the Times* in Boston. It is a continuous narrative, covering those eleven months almost day by day, of the occupation of Boston by British troops, and of the indignities suffered by the people of Boston at their hands.

After publication in New York and Philadelphia, the *Journal* was printed in the Boston *Evening Post* and widely copied in other American newspapers and in some publications in England. A considerable portion of it was reprinted in pamphlet form in England, probably at the expense of Massachusetts. No other pre-Revolutionary colonial writing was so widely circulated in the colonies and in England, except possibly Dickinson's "Letters From a Pennsylvania Farmer."

The first installment of the *Journal* had the following note to publishers of other American newspapers: "The above *Journal* you are desired to publish for the general satisfaction, it being strictly fact." A similar note at the close of the first installment in the *Pennsylvania Chronicle*, somewhat longer, is signed "Amicus." Who "Amicus" was is unknown, but it may be suspected that he was one of the authors of the *Journal*. With this exception the papers are entirely anonymous, no other signature of any kind appearing in connection with them.

Frothingham implies that the *Journal* was mainly the work of William Cooper, town clerk of Boston, but does not give his source of information. Other patriots, he concedes, had a hand in it. Governor Bernard ascribed it to Sam Adams and his associates. Other possible authors are Henry Know, who ran a bookstore in Boston and was afterward prominent in the Revolution; Benjamin Edes of the Boston *Gazette;* William Greenleaf and possibly Isaiah Thomas, who later established the *Massachusetts Spy*, the most radical of the patriot papers.

Certainly the *Journal* could not have been the work of a single individual. The sections dealing with legal questions could not have been prepared by a town clerk without assistance. The nature of the legal information suggests that John Adams or Josiah Quincy had a part in its preparation. There are other sections that suggest the style of "Mucius Scaevola," who is said to have been Joseph Greenleaf. It is evident that the work was carefully hedged about with secrecy and that all evidence that could be traced to single individuals was destroyed.

This *Journal* is singularly unknown to historians. Justin Winsor does not refer to it in his "Memorial History of Boston," nor in his "Narrative and Critical History of America." Moses Coit Taylor makes no reference to it in his "Literary History of the American Revolution." Frothingham referred to it in his "Sam Adams' Regiments," but says nothing about its widespread publication in American newspapers.

It was propaganda, of course. Hutchinson says it was composed "with great art and little truth." Governor Bernard said it was intended to "raise a general clamor against His Majesty's government in England and throughout America." Some of the events it records, he says, are entirely invented; others are founded in fact, "but are so perverted as to be the direct contrary of the truth."

To the present-day reader, the question of whether the *Journal* was pure propaganda is not material. It is far more interesting as an example of a developing newspaper technique. It reflects the first systematic gathering and retailing of news found in American newspapers, and the success with which its reproduction was obtained in American and British publications suggests the later news organizations and syndicates.

The *Journal* was discovered during an extensive study of contemporary sources of opinion on the eve of the Revolution. It is a mine of information about conditions in Boston in 1768-1769, containing material that cannot be found in diaries, private letters or public documents.

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* * *

HORACE GREELEY AND THE TRIBUNE IN THE CIVIL WAR. By Ralph Ray Fahrney. *Cedar Rapids, Iowa: The Torch Press.* 1936. 229 pp. $2.50.

In these times of the waning power of the press it is refreshing to read in this little volume by Dr. Fahrney of the powerful influence exercised by Horace Greeley through his *Tribune* during the greatest crisis in American history.

Much has been written of the Golden Age of Journalism and the part played in public affairs by the great editors of the Civil War and Reconstruction Periods, but there has been produced no more striking characterization of the most influential editor of them all than is presented in Dr. Fahrney's book.

After building an adequate background for his story, the author takes up the main thread of his narrative upon the eve of the Republican National Convention of 1860, dealing at length with the causes leading to the break between the erratic editor and the powerful leaders of the Republican Party, Weed and Seward, which was an important factor in the defeat of the latter for the nomination.

Greeley was never pleased over the nomination and election of Lincoln, supported him spasmodically and half-heartedly, and probably caused the President at times as much concern as the weighty problems of state. Though Lincoln did not regard Greeley very highly, he feared him and was often influenced by what the *Tribune* had to say.

The only consistent thing about Greeley was his inconsistency. In November, 1860, he suggested letting the "erring sisters go in peace." By January, though still advocating peaceful secession, he had grown quite warlike in advocating instant war preparations—"a pacificist editor preparing his mind and heart for war." By April, Greeley was quite prepared to fight, and after Fort Sumter had fallen, he ranted for war. The *Tribune* slogan, "Forward to Richmond," originated by

Dana, is credited with being largely responsible for the premature Federal advance upon the Confederate capital and the disastrous defeat at Manassas.

Greeley's views on slavery were much like those of Lincoln. He favored emancipation and could not understand why the President failed to act decisively on the slavery issue. His "Prayer of Twenty Million" editorial provoked Lincoln's historic statement on this question.

Greeley opposed Lincoln's renomination and his re-election until the fall of Atlanta made Union success apparent, after which he jumped on the band wagon. When the War finally ended, Greeley, be it said to his everlasting credit, immediately pleaded for peace and harmony in the nation.

Dr. Fahrney has done a scholarly piece of work. Writing against a rich background, he has presented Greeley in the proper setting, revealing him as one of the most enigmatic characters as well as one of the most influential editors in history. Dr. Fahrney has produced a book valuable alike to students of American history and to those of journalism.

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* * *

PITTSBURGH'S POST-GAZETTE. By J. Cutler Andrews. *Boston: Chapman & Grimes.* 1936. vii + 303 pp. $2.00.

A good history of a newspaper is of necessity a record of community, state, and even country. Mr. Andrews ably follows the rule of sketching in the story of the *Post-Gazette* against the background of a city's development. We read of Pittsburgh's part in wars, politics, industry, education, cultural movements, and human and natural manifestations, such as strikes, plagues, and fires. The part the paper played in shaping the city's growth and in rising to importance in a community that attained great population and wealth is skillfully related by the author. The emphasis throughout is on the *Gazette*, founded 150 years ago.

It must have taken courage for two young printers, John Scull and Joseph Hall, to start their newspaper in the so-called Gateway of the West, then "not much more than a collection of huts around Fort Pitt," now a part of the Golden Triangle we hear about every time the floods come down the Monongahela and Allegheny and roar into the Ohio. A little printery was brought from the East, and the historian helps our imagination to see the difficulties of issuing the first copy on July 29, 1786. By hand power one page of the edition could be printed "if a man worked briskly ten hours a day." From such a small and difficult beginning grew a great metropolitan daily.

The name "Gazette" underwent various additions due to combinations of newspapers. The present name was the result of a consolidation of the *Post* and *Gazette-Times* at the time Hearst and Block made wholesale purchases of newspapers in Pittsburgh.

In politics, the old *Gazette* passed through many phases which perhaps were not as different as the names. Originally Federalist, then anti-Masonic, Whig and Republican, it indulged in personal journalism until

after the Civil War and in political warfare as a party organ until the beginning of the regime of United States Senator George T. Oliver.

The paper was not enthusiastic over the war with Mexico, supported Lincoln in the Civil War, was with McKinley in opposing as long as possible the war with Spain, and in the early years of the World War endeavored to preserve a neutral attitude. To some extent the paper's owner was thinking of the large German population on Pittsburgh's North Side and the thousands from other lands who had been drawn to jobs in the city's steel mills. After the sinking of the "Lusitania," the paper shed its attitude of neutrality. In Pittsburgh's conflict for commercial rivalry over Wheeling, the paper played its part.

JOSEPH S. MYERS

* * *

TRAMP REPORTER. By Hampton Sidney Smith, Jr. *Caldwell, Idaho: The Caxton Printers, Ltd.* 1937. 171 pp. $2.00.

The author of "Tramp Reporter" sketches the main points in his career, a career which is not particularly unusual or distinguished. A third of the book details his first jobs, including services on the crew of an ocean freighter, wheat harvesting in Texas and selling real estate during the Florida boom. Following are references to reporting on newspapers in Pensacola, Mobile, Greenwich, New York, Houston and El Paso, but more space is given to the people the author met and the things he saw than to his problems as a reporter. Of some interest from a newspaper point of view are the chapters covering Smith's first newspaper job (without pay), his chapter on what he should have done to get an interview with Charles Evans Hughes, his account of the actions of a masked lady imported by his newspaper as an advertising promotion and his references to the willingness of the "great" to be interviewed.

"Tramp Reporter" is short (about 30,000 words) and readable, with a little more slang and colloquialism, perhaps, than is necessary. It was apparently written for the layman and contains nothing new or significant for the scholar.

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* * *

KRIEGSPROPAGANDA UND KRIEGSVERHÜTUNG. By Konrad Morgen. *Leipzig: Robert Noske.* 1936. 144 pp. RM. 5.

How can war-provoking propaganda be avoided? German students of propaganda have a special interest in this problem. Evidently written for home consumption, this book does not pretend to be unbiased, and sometimes falls behind its objective. Nevertheless, there are many useful hints as to the way in which war-provoking propaganda can be prevented.

The author does away with sophisticated definitions of "moral disarmament," "aggressive" and "defensive" wars. Shrewd international lawyers, he holds, have always found ways to prove that the "goat" is on the other side, and while sessions are being held, war marches on. Since any modern war is terrible, those who really want peace cannot content themselves with defining the aggressor, but must take care that

war be made impossible for all those involved.

Wars are prepared by propaganda, is the author's thesis, and he chooses the beginning of the Spanish-American War and Italy's entrance into the World War as typical and well-founded examples. The author concludes that, in an irresponsible, uncontrolled press, it is rather for than against the business interest of newspapers to poison the atmosphere. Relations are stiffened and unfriendly tensions provoked between the nations. This is what he calls a peace-endangering propaganda. As effective means of preventing "war-provoking" and "peace endangering" propaganda, the author proposes legislation and mutual treaties concerning the attitude of press and education between the nations. Such a treaty exists between Germany and Poland.

Though equipped with a good bibliography, and containing useful criticism of international attempts, this book is perhaps too full of bias and "flag-waving" to obtain international recognition. Moreover, two such important moves as the World Peaceways Inc., and Hitler's offer to France, of March 31, 1936, have been left off the record, both existing when the book appeared. If it is the author's objective to support Herr Hitler's case, Der Führer is probably the better salesman of his idea. Points 15 and 16 of this peace proposal perfectly summarize Mr. Morgen's book.

If Mr. Morgen had confined himself to supporting these points by an unbiased account of his rich case material, he would have done a fine job.

ERNST ROSELIUS
University of Munich

EDUCATION AGAINST PROPAGANDA. Seventh (1937) Yearbook of the National Council for the Social Studies. Edited by Elmer Ellis. *Cambridge, Mass. (18 Lawrence Hall): National Council for the Social Studies.* 1937. v + 182 pp. $2.00.

The cross currents, whirlpools and undertows in the fast moving stream of contemporary society are hidden hazards that need expert charting to enable unskilled pilots to steer a safe course. The multitudinous propagandas are the most difficult hazards to avoid because they are everywhere, yet often invisible. The best that a chart-maker can do is to note their existence, describe their characteristics and habits, and give directions for eluding them or counteracting their evil effects. It is no use pointing them out, because new ones appear before markers have been placed on the old ones. What is needed is a thorough knowledge of social navigating in a propaganda-infested stream. The work under review undertakes the difficult task of supplying such knowledge.

Perhaps a simpler way to state the case is to paraphrase the editor's introduction. In democratic theory citizens are able to make intelligent choices between alternatives presented to them by lenders and organizations. But citizens lack background necessary to arrive at a realistic concept of the issue at stake. This collection of articles is designed specifically to aid in the development of the young citizen's skill in using sources of information regarding public affairs, and in the enrichment of the social studies teacher's knowledge in the field of public opinion.

The first eight articles deal with basic concepts. The remaining articles are descriptions of selected examples of good practice and theory now available for use in schools.

The authors are educators in various fields of the social sciences, in journalism, and in secondary schools. The professors of journalism represented in the collection, with their contributions, are Ralph D. Casey, "How To Read Domestic News;" O. W. Riegel, "How To Read Foreign News;" and Roscoe Ellard, "How To Read Editorials."

The leading article, "Propaganda and Society," by Harwood L. Childs, presents the historical background of present-day propaganda and its place in contemporary society. "Propaganda and the Channels of Communication" by Harold D. Lasswell reveals the technique of publicity men. Mr. Casey's and Mr. Ellard's articles offer a realistic view of the problems faced by publishers in presenting a disinterested picture of current events and a sincere and honest interpretation of them. Mr. Riegel's article describes the way in which foreign news is obtained, and leads to certain criteria which the newspaper reader should apply in reading it. Propaganda in the movies, radio and the schools is described respectively by Edgar Dale, Hadley Cantril and Howard K. Beale. The remaining articles concern themselves with techniques for teaching secondary school pupils how to resist propagandas.

By a strange twist of circumstance we have here a new propaganda—a propaganda against propaganda. But this, of course, is education—or is it? It hardly matters what its name is. Enough to remark that the work comprises the intellectual tools with which to school the citizen of a democracy in an awareness of the forces that would capture his attention, manage his opinion, and influence his acts.

Addressed primarily to students of the social sciences, it contains much (all of the first eight articles, at least) which all professors of journalism should know. For whether or not they consciously direct their attention toward guidance in propaganda making, merely by teaching the techniques of journalism they become indirectly responsible for the creation and direction of much propaganda of the future. Made to realize the inevitable course of events that follows from teaching future newspaper workers, they can do something constructive about it in advance.

CHARLES E. ROGERS
Kansas State College

* * *

GIORNALE-PUBBLICO-POTERE. By Paolo Orano. *Rome: Casa Editrice Pinciana.* 1935. 200 pp.

Professor Orano, since 1925 teaching history of journalism at Perugia, has gone through forty years of experience in history and social sciences. With a quiet superiority, he views modern problems of democracy and press freedom as if the issues were centuries old. Although this book, of which only a few hundred numbered copies circulate in Italy, gives conclusions rather than cases, the conclusions are new and something to think about. Many views resemble those in J. H. Krumbach's "Grundfragen der Publizistik."

Journalism, says Professor Orano, developed its maximum efficiency at the moment when public opinion became a political power. The first germ of public opinion, he states, was religious: it was the crisis of religious faith during the German, Dutch, and English reformations. Individual rights of interpretation were claimed as doubts come in. Since Gutenberg, the art of printing increasingly served to multiply such ideas and opinions as now became instruments of political power.

The French revolution made journalism a power in politics. The newspaper became the sounding board of political speakers. The newspapers kept pace with democracy. On elections, they were praised and feared. The power of the press endangered the stability of governments. The Fourth Estate demanded immunity for itself but freedom to criticize everything, including the state. From the second half of the nineteenth century, the struggle passed from political to economic issues. The economic foundations of a society tied to tradition were undermined, and class struggle threatened even democracy.

Public opinion is a function of publicity. In its political significance, it must always be stimulated by propaganda. Free competition enables everyone who is privately interested to conquer the public. The newspaper enables millions to have the same experience at the same moment, and to give the same response. Time is intensified. Men become world famous overnight, and are forgotten the next day. Privacy ceases to exist. Emotional responses are synchronized, intensified, quickened. This influences the mentality of the modern age.

All this gives journalism an enormous power over men. In the hands of uncontrolled and irresponsible powers, the press can provoke war and overthrow society. Therefore, argues Professor Orano, journalism should be transformed from an irresponsible abuse of the art of mass suggestion to a responsible collaborator of national recovery. As a fascist, he advocates that the government rather than anonymous powers control the press. To the majority of quantity, he opposes the majority of quality.

After these general outlines which fill about two-thirds of the book, the author gives a brief and concise survey of the history of journalism to support his case. The book gives intimate glances into the motives of fascist press policy and is worth knowing. The style suggests an experienced writer.

ERNST ROSELIUS
University of Munich

* * *

INTERPRETATIONS OF JOURNALISM. Edited by Frank Luther Mott and Ralph D. Casey. *New York: F. S. Crofts & Company.* 1937. 534 pp. $3.00.

For bringing together in one 534-page volume sixty-four of the most significant utterances on the press, the editors, Mr. Mott and Mr. Casey, deserve the gratitude of "all who are interested in journalism." For the first time are now available in handy form such "classics" as John Milton's "Areopagitica," Andrew Hamilton's address to the Zenger jury, and the best extracts on freedom of the press and related

subjects from Alexander Hamilton, Thomas Jefferson, James Madison, Alexis de Tocqueville, Samuel Bowles, Edwin Lawrence Godkin, Henry Watterson and many another "old-timer" for which it has been necessary to hunt in "obscure hiding places."

The editors properly decline to apologize because a large proportion of the collection's carefully-culled contents is of comparatively recent origin. Many of the eleven sections into which the book is divided otherwise would have been lamentably thin. Among sections dealing with modern problems are "Interpreting the News," "The Journalist as Writer," "The Press and Public Affairs," "Foreign Correspondence" and "The Community Newspapers." Other sections such as "The Press and Propaganda," "The Editorial" and "Newspaper Ethics" relate to long-standing problems about which, however, little has been written until recently.

Diatribes "clouded by immediate controversy and personal prejudice" have been omitted from the compilation. Though the editor's judgment is understandable, one may still regret the lack of at least one such rip-snorting attack on contemporary newspaper practices as Sinclair, Villard, Bent and Seldes have voiced. Edward A. Ross's *Atlantic Monthly* "sacred cow" article of a quarter century ago, though now out-dated, could have been included; and the *Christian Century's* post-election blast which, though it dealt with an immediate situation, nevertheless expressed the feelings of millions of uninformed Americans in the 1930s.

For the major weakness in their compilation the editors are in no way to blame. With the exception of Robert E. Park's familiar "The Natural History of the Newspaper," there is little suggesting a cultural study of the press as a social institution. The reason, of course, is that few other such studies have been made. If this book inspires activity to remedy this lack, it will serve a purpose even more valuable than that for which it is intended.

But it will unquestionably serve its own purpose well. With such exceptions as have been noted, it offers a surprisingly complete and well-arranged collection of observations on the press. The editors have chosen thoughtfully and with the broad view. Until more work is done giving a cultural picture of the newspaper as a whole, this book will remain the best that has yet been produced. It has value for the teacher and student of journalism, the practising newspaper man and the general reading public.

CURTIS D. MACDOUGALL
National Almanac and Year Book

* * *

AN OUTLINE SURVEY OF JOURNALISM. Edited by George Fox Mott. *New York: Barnes & Noble, Inc.* (College Outline Series) 1937. xv + 376 pp. $1.00 (Professional edition, $2.00.)

The collaborators on this volume deserve thanks from students, teachers and practitioners of journalism. Introducing original material with fresh points of view, they have avoided the dangers of dogmatism and dessication that beset most compilers and have produced a synthesis that is both syllabus and text, both survey and extended account, both outline and completed exposition.

Mr. Mott's preface relates that the book is an outgrowth of the conviction that "journalism . . . is best learned, best appreciated, and most adequately understood only when considered as a field of activity made up of many closely interrelated phases rather than when interpreted as a series of largely independent aspects loosely associated under a common name." This principle has determined the volume's organization. In forty-three chapters, written in narrative-paragraph units captioned in bold face and preceded by italicized précis, editorial, business and mechanical aspects of newspaper production are correlated.

The pace of the volume is swift. Following a survey of the scope of journalistic enterprise (Mott), it discusses vocational opportunities (Stewart Robertson-Mott), reviews the evolution of journalism (Barbara D. Cochran), explains how a newspaper functions (R. E. Wolseley-Mott), deals with lead pattern and story structure (Douglas W. Miller), names in the news (Edwin H. Ford), special phases of reporting like police stories (Robertson), interviews (Miller, Elmo Scott Watson), sports, civic projects, science (Maynard W. Brown), political affairs (Ralph O. Nafziger), features and reviews (Watson) and business news (Ford). Chapters on rewriting, style and editing (Wolseley) and makeup (Norval N. Luxon) move the copy to the composing room and the presses (Nafziger). Discussions of slant, the newspaper's function as a social force (Reuel R. Barlow), editorial policy (Brown) and libel (Frank Thayer-Mott) adjust the perspective to emphasis on business aspects of journalism in chapters on profits (Thayer-Mott), advertising (Brown-Mott) and circulation (Cochran).

Inevitably there is some overlapping. Historical features, for example, are discussed twice, and the discussion of meeting reports is duplicated. One wishes the volume included an authoritative account of the effect of the organization of the Guild on vocational opportunities. Usefulness of the data on business organization would be enhanced by an explanation of various methods of evaluating newspaper properties. A chapter on news sources and another on the tyranny of deadlines probably should be included. But the volume is comprehensive as it stands, and the chapters well articulated. Far more than a syllabus, "An Outline Survey of Journalism" should be a strong contender in the textbook market; valuable for reference, it cannot be dismissed, as can some of the volumes in the College Outline Series, as a student's cram-session helper.

Missing from the page proofs available to the reviewer were the three annotated bibliographies mentioned in the preface, some of the illustrative material, and the chapter on publicity.

EDWARD C. AMES
University of Toledo

* * *

PRIVATE THINKS BY C. K. By Charles K. McClatchy. *New York: Scribner Press.* 1936. xv + 342 pp. $1.75.

This book of Mr. McClatchy's editorial comment makes clear the intellectual and journalistic background of perhaps the last of the fighting editors of the West. For

more than 50 years Mr. McClatchy was editor of the Sacramento *Bee*, during which time he became a powerful factor in California and Nevada politics.

The significance of "Private Thinks" lies in its picture of the manner in which Mr. McClatchy manipulated public opinion in Northern California for half a century. His personal influence was probably greater than that of any other editor in the history of the West. His editorial column amazed, irritated and delighted his readers with an astonishingly vituperative style.

Mr. McClatchy's invection was directed against the Japanese, the League of Nations, prohibition, the Southern Pacific "ring," President Harding—who was dismissed as a mere "messenger boy"—Presidents Coolidge and Hoover, "free love" and radicalism, which he thought rampant in universities. He passionately espoused government ownership, capital punishment, the San Jose lynching of the Harte kidnapers and Senator Hiram Johnson, who was Mr. McClatchy's idol and who could do no wrong.

The Sacramento *Bee* and its affiliated papers, it is interesting to note, were devoted to deflating the "present judicial dictatorship" of the Supreme Court. According to Mr. McClatchy, the court "has exerted its majority rule against some of the most progressive acts of the Congress—acts designed to lighten the burden of labor; to let a little sunshine into the dark alleys of life."

Much of the McClatchy venom was directed at Mooney and those who believed he should be pardoned. Representative of his vindictive style is the following: "Thomas Mooney and his ilk no more represent Organized Labor than Judas Iscariot represents the Savior. Mooney is a dynamiter, pure and simple . . . the shame upon the brow of California is not that any innocent man has been railroaded to a gallows . . . but that the blood of ten innocent victims of damnable professional dynamiters still cries aloud to a just Heaven for a righteous vengeance."

Mr. McClatchy had a deep contempt for schools of journalism. He believed a journalistic education should be confined mainly to Shakespeare and the Bible.

His narrow nationalism, his mania for uncritical traditionalism in American history, his frantic espousal of, or violent opposition to, public issues would provide an excellent psychopathological study. His obvious sincerity, as when he frankly admitted he was wrong in supporting war hysteria and hatred of Germany, arouses the reader's admiration. On almost every issue, however, his opinions were at variance with the best authorities in the social sciences. The book offers excellent material for the students of public opinion who may be interested in the manipulators who are wrong in their choice of almost every symbol and yet wield a tremendous popular influence.

RAYMOND D. LAWRENCE
Oakland Tribune

* * *

THE MELANCHOLY LUTE. By Franklin P. Adams. *New York: Viking Press.* 1936. viii + 191 pp. $2.50.

"The Melancholy Lute" is evidence
mute

Of a widely known sin—"Pride of Calling";
It is doggerel verse—when it isn't much worse;
At its best it is really appalling!

There is nary a lilt in all that is spilt
On a hundred and ninety-one pages;
Still, that's no disgrace, since the stuff filled the space
That paid a poor bard handsome wages.

But why make a book out of tripe that he took
From columns of "Conning Tower" babble?
For shame, F. P. A.! You've had your full pay
From a long-suff'ring newspaper rabble.

JOHN L. BRUMM
University of Michigan

* * *

CAESAR IN ABYSSINIA. By George Steer. *Boston: Little, Brown and Company.* 1937. 411 pp. $3.00.

It would have been a boon to any newspaper reader who waded through column after column of contradictory stories during the Italo-Ethiopian fracas to have had this human and revealing narrative available for explanation and interpretation. That it holds interest throughout even now is tribute to the skill of a British correspondent for the *Times* who can write today's history as well as news. He presents much needed background material not hitherto published.

Mussolini and his Fascist legions are scarcely mentioned; but neither are they ignored; they appear for incidental reference. The "why" and the "how" of the conquest are set forth in simple, graphic form from the standpoint of the Ethiopian people. An eye-witness of the greater part of what he describes, Mr. Steer tells in a conversational manner of motives, or personalities, and of racial traits and human reactions. The tedious chronological method is abandoned, along with multiplicity of dates and lengthy diplomatic exchanges. The reader obtains glimpses of significant events in the campaign.

Lucid sketches flow from Steer's pen, mostly objective but often in the first person. Frankly told with the whole picture always in mind, the account contains many a delightful touch of dry humor. That and the high ratio of human interest keep the tale from being heavy.

The book is not too pro-Ethiopian. One feels it is a favorable but fair statement of the case of the underdog. The Negus knew from the beginning he could not win a military victory; his only hope was the League of Nations (ideally operated) together with real sanctions against Italy. Steer cites instances in which, man for man and gun for gun, the Ethiopians were more than a match for the Italians. It was his rain of bombs from the air and his mustard gas that won for Caesar.

A clearly-limned portrait of Gerazmatch Afewerk, director of Jijiga and the Ogaden and hero of the defense of Gorohai, stands out in the story. Though mortally wounded he refused to return to the hospital base because he knew his men would not fight with their leader gone.

This is not a surface account; it penetrates deeply into the economic,

geographical and sociological aspects of life in Ethiopia. How much and how little the Emperor did and could accomplish are set down with precision. The Negus becomes a human being wrestling with tremendous problems. Herewith is Ethiopia's apologia, varied in style and rich in content.

EUGENE W. SHARP
University of Missouri

* * *

FRONT LINE AND DEADLINE. By Granville Fortescue. *New York: G. P. Putnam's Sons.* 1937. 310 pp. Ill. $3.00.

Puffs of gunpowder smoke and reverberations of artillery fire chase each other through most of the pages of this book by a veteran war correspondent, war photographer, army officer and soldier of fortune.

Granville Fortescue is a contemporary of Richard Harding Davis, whom he first met while serving as sergeant of Rough Riders in Cuba. As an officer in the United States army, Fortescue again met Davis and his other bosom friends, Ashmead-Bartlett of the London *Daily Telegraph* and Gerald Morgan of the New York *Tribune*, during the Russo-Japanese war, which they were covering for their papers and he was witnessing as an official observer.

Having quit the army, he next sniffed powder as a correspondent in the Riffian outbreak in Spanish Morocco. Ashmead-Bartlett had wangled him a job with the *Telegraph*. Fortescue draws a vivid picture of this campaign, in one battle of which he dictated military tactics to the Spanish commanding officer and won.

Fortescue covered practically every front of the World War, from both Central European and Allied sides. Five times he was arrested as a spy suspect. For the *Telegraph*, he scored a scoop on the German army's entrance into Belgium. For William Randolph Hearst, he penetrated Germany, later covering the Dardanelles as a correspondent with the Turkish forces. From the Russian side, he watched the Tsar's war machine begin to crack. When America entered the War, he pushed his typewriter aside and enlisted in the A. E. F. And finally, only last year, he and Mrs. Fortescue returned to Europe to report the civil war in Spain.

There is more front line than deadline in the book. More warrior than correspondent, Fortescue's first interest is military tactics rather than the technique of news coverage. One is disappointed not to find more of the innumerable interesting journalistic details with which every war correspondent's life is filled. And the book could be better written. In general, its style is not up to what would be expected from a first rate correspondent; often its treatment is fragmentary when one considers the magnitude of the events described and the richness of materail available.

The book has a rugged quality, however, and contains illuminating flashes into the behind-scenes of war. It is an absorbing tale of adventure, and occasionally rises to heights of literary achievement.

Fortescue ventilates a number of Allied tactical blunders, such as France's failure to take seriously the German army's push through Belgium until too late, Churchill's fias-

cos at the Dardanelles and Antwerp, and the Allies' error in overestimating Russia's war effectiveness.

He regards modern Spain as a preliminary jousting field for the Continental forces of Fascism and Communism, believes Italy is dreaming of an Italian Gibraltar, and predicts that the war in Spain will drag on into a stalemate unless intervention occurs.

He concludes:

"When the next (world) war comes, it will be carried right into the homes of the civilian population. . . . The war correspondent of the future will find no difficulty in meeting his paper's deadline."

EDWIN WARE HULLINGER
University of Kansas

* * *

TELECOMMUNICATIONS. By James M. Herring and Gerald C. Gross. *New York: McGraw-Hill Book Company, Inc.* 1936. x + 544 pp. $5.00.

Teachers of journalism who have interested themselves in the problems of news communication have found the subject as slippery as a jelly-fish. It has been difficult to get hold of it simply because of the scattered nature of materials and lack of adequate bibliographies.

Herring and Gross have not written a textbook serviceable for courses in news communications or foreign news sources. Nevertheless, their book will prove useful to teachers and advanced students since it unifies and clarifies the economics and regulation of American communications in a single volume. The contributions of Keith Clark and L. S. Tribolet have served as background material, especially in the setting forth of international agreements on cables and other communication agencies. Riegel has concentrated on the nationalistic control of communications and both he and Sharp have pictured the relationship of news-gathering agencies to electrical systems conveying press messages.

The present volume deals with the development of communication industries in this country—submarine cable, telephone, wireless and radio broadcasting. These chapters are close-packed with facts and the documentation is excellent. Sources of revenue and the principal factors affecting costs, the rate structures, and the extent of combination in the communication utilities and the factors responsible for it, all throw light on the primary problem in which journalism teachers are interested, the transmission of dispatches or oral news gathered by reporters and newscasters.

Laymen as well as teachers and technical experts will find Chapter 15, "Communications and National Policy," of interest, especially if readers will keep in mind the methods of control exercised by various foreign countries, democratic and dictatorial.

One entire chapter is devoted to analysis and explanation of the terms of the Communication Act of 1934.

RALPH D. CASEY
University of Minnesota

* * *

ONE HUNDRED YEARS OF PUBLISHING. *Boston: Little, Brown and Company.* 1937. 83 pp.

The book publisher known today as Little, Brown and Company is 100 years old: hence, "One Hundred

Years of Publishing." After reading its eighty-three anonymous pages, one can scarcely account for the book's existence except in terms of the calendar. It begins with a potion of circa-1837 New England atmosphere, duly peppered with evocative literary names, then proceeds in rapid sketch of the company's development through the economic ups-and-downs of the last 100 years. And its closing sentence advises us that "The Present Management, proud of the company's history, influenced in its daily actions by tradition, faces the future with confidence, convinced that democracy will survive in America and with it Little, Brown and Company."

One learns that legal works have always been a distinguished interest of Little, Brown and Company; also that during the past score of years the management has believed in "fewer and better books." Page 44 provides gratuitous information that today "twelve years after the expiration of the copyright, the company is paying royalties to Miss Alcott's heirs on its own editions of 'Little Women' and on those issued by other publishers with its approval." In sum, one hardly knows how to take this book. Obliquity interwoven through an unabashed business statement—is this a contribution to general reader-interest? is it another refinement of a house organ? Perhaps it was intended to be nothing more than a centenary souvenir.

Yet this particular kind of book, whatever its actual purpose, is less interesting in itself than are the problems it raises. Is it possible for a forthright record of a book-publisher's career to achieve genuine value for the general reader, who is little interested in distinguishing one publisher's trademark from another's? One has only to glance at the list of selected Little, Brown and Company titles to realize that this house has issued some highly distinguished works. Yet the most distinguished titles cannot provide enough for an interesting history in themselves. For the position of the book publisher as a commercial trafficker is inherently different from that of a shoe- or fertilizer-manufacturer. Installed as a controller of one important medium through which judgments and ideas are transmitted to the public, he is constantly engaged in the act of intellectual selection—subjectively, objectively or both. Whether he appreciates it or not, he is helping to shape the tastes and attitudes of thousands of educated people—themselves molders of opinion.

These responsibilities are the publisher's opportunities: if he is intellectually obligated he is also challenged to fulfill that obligation in a manner consonant with his own tastes and ideas. Herein stands his proper opportunity for creative expression, for so integrating his manuscript selection and emphasis that a personal force emerges out of the totality of books bearing his imprint. The publisher who brings to his work a distinguished taste integrated with original intelligence can impress upon his period as significant an idiom as any author whose creative work he transmits to the public.

S. A. J. Burnshaw
The Cordon Company

How Writers Write. Edited by Nettie S. Tillett. *New York: Thomas Y. Crowell Company.* 1937. 222 pp. $2.00.

Miss Tillett, being a professor of English, has collected for persons having similar interests and tastes eleven short articles treating less of *how* writers write than of *what* and *why* writers write. The reader is taken on an artistic tour of the psychological and technical laboratories of representative practioners of present-day literary and near-literary cafts.

That the guides on this tour are competent few critics will deny. Joseph Conrad explains what the gifted author aims to do. John P. Waters sets forth the nature of the familiar essay. Elizabeth Drew defines the essay as a literary form. Harold Nicholson presents his method of writing biography. Somerset Maugham, in the best piece of the eleven, tells how he writes successful short stories. Edith Wharton discourses interestingly on the art of the short story and the novel, giving many helpful suggestions on finding and handling characters.

Ellen Glasgow discusses the proper attitude of an author toward significant life. Paul Green reveals great faith in materials drawn from man close to nature. Philip Wylie furnishes information on the making of talking pictures. William Ellery Leonard expounds some of the psychology of poetic experience. Virginia Woolf gives a number of useful hints on understanding poets and poetry.

Original books and collections of articles on the writer's art are plentiful, and this one is certainly good enough to be rated standard. One cannot help feeling, however, that most of them do little more than prepare cultivated persons for the greater enjoyment of current literatue and perhaps amateurish drawing-room criticisms. The author of genius pays little attention to such essays. Said Chekhov, "For over twenty years I have read criticisms of my stories, and I do not remember a single remark of any value or one word of valuable advice." He probably felt the same way about most books on writing.

Would-be writers can obtain but the most general notion of how to proceed, perhaps chiefly because real writers—like those included—always appear more or less unable to tell anybody just how their creative talent behaves. Such articles, however, do tend to accomplish this: they convince amateurs of slight talent and small will that artistic excellence is wholly beyond them and that they will profit most by becoming merely contented readers rather than unhappy seventh-rate producers. Nevertheless, persons of literary taste and background will find Miss Tillett's collection absorbing reading.

P. I. Reed
West Virginia University

* * *

Writing for Profit. By Donald Wilhelm. *New York: Whittlesey House, McGraw-Hill Book Company, Inc.* 1937. xii + 386 pp. $3.00.

Mr. Wilhelm's revision of the book that first appeared in 1930 has reorganized it, added introductory material and a chapter on play writing as well as the familiar proofreader's

marks and a bibliography, and amplified and brought up to date much of its content. That there has been tightening and elimination as well as amplification is testified by the fact that the new book is but one page longer than the old.

Part I of the book, "Popular Writing," is devoted to introduction and to newspaper writing. Part II, "Creative Writing," includes fiction, motion picture writing, play and radio writing and verse. Part III, "Factual Writing," offers chapters on magazine articles, syndicate writing, advertising copy and publicity work.

Within its obvious limitations, the book is a good job. First, it is readable. Second, by virtue of its quotations from authorities as well as that of Mr. Wilhelm's own experience, it is authoritative. Third, it makes no undue pretense: it is an abbreviated handbook of certain of the elemental rules of various kinds of commercial writing, and it attempts to be nothing more.

As such, it would seem to have several particular uses: As a textbook in a general non-professional course in phases of journalistic writing; as collateral reading for the student who has access to more thorough specialized training in journalistic writing; as a source of material for teachers of journalistic writing; as a vocational guide for those who think that perhaps they may have writing talent.

That the book is sketchy goes without saying. Volumes have been written on each of the subjects to which it devotes chapters. Even its

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534 pages. 8vo. $3.00

F. S. CROFTS & CO., New York

bibliography is less complete than might be desired. But it has its uses, and the revision serves them more directly and conveniently than did the original book.

MITCHELL V. CHARNLEY
University of Minnesota

* * *

MANUSCRIPT AND PROOFS. By John Benbow. *New York: Oxford University Press.* 1937. x + 118 pp. $1.50.

When a journalism teacher receives an inquiry from the author of a book for a reference that will supply exact information on form of manuscript, handling of proof and other technicalities of book publishing, he is often at a loss because most of the available references are concerned chiefly with the printing practices of newspaper or other periodical offices. To supply this need, Mr. Benbow has provided a small, inexpensive reference that will give the book author just the answers he is seeking.

Its title suggests its major contents; but, supplementing the detailed data on manuscript and proof, the book covers many other essentials, such as copyright permissions, handling of illustrations, the making of an index, preparation of a revised edition and many stray notes and oddments of elusive information. In addition, the book presents valuable advice on usage, spelling, punctuation, hyphenation, typography and typographical style, as preferred in book houses.

The practices discussed are mainly those of Oxford University Press of New York, and, although Mr. Benbow insists that he is giving American methods, there is a flavor of British publishing terminology that adds to the interest. In fact, close reading brings out some of the differences between American and British book habits.

Although written primarily for the inexperienced author, the book is full of helpful items even for the experienced. To be found in it are such as these: The proper handling of footnotes in manuscript and type, as well as the best practice in numbering them, the order of star-and-dagger reference marks, and the proper use of *Ibid.*, *Op. Cit.*, and other footnote abbreviations; the proper use of *stet;* the technical meaning of *foul galleys, foul pages, foul copy, literals, half-title, bastard title, recto, verso, prelims, sinkage, running head, folio,* and *colophon;* best sequences for parts of a book; a table of book sizes; the best system of single quotation marks; whether to use hyphen or diaeresis; how many periods mark an ellipsis; punctuation of abbreviation by contraction; distinctive British spellings as contrasted with American; basis of author's alteration charge and how to avoid it; all the steps in proof from copy to plates; and many others.

I am delighted to have such a book for my own use and for the use of troubled authors who come to me for advice.

GRANT M. HYDE
University of Wisconsin

* * *

HOW TO WRITE ADVERTISEMENTS. By Kenneth S. Howard. *New York: McGraw-Hill Book Company, Inc.* 1937. viii + 257 pp. $2.00.

It is interesting and important to newspaper managers to note that

this latest offering of the publisher's practical business manuals places major emphasis upon newspaper advertising. The book is addressed to space buyers. With logical arrangement of contents and a good index for technical reference, it presents the fundamental elements of campaigns, layouts and copy preparation as a whole. It is a manual that ought to be of great practical value to the retailer and manufacturer who operate without agency connections and without the services of strong advertising departments.

Since knowledge of the space buyer's problems is essential to effective presentation by those who sell space, newspaper publishers and advertising managers would do well to read this book, then keep it handy for reference. This reviewer would like to give copies to some of his own local advertisers. Any newspaper man will like the gospel it preaches: that major results come from continuous, well-planned newspaper advertising.

The tone of the book is revealed in its analysis of good copy. An advertiser desiring action in terms of cash register tape, it says, should tell his story with directness, enthusiasm, individuality, simplicity and sincerity. Mr. Howard gives full counsel on how to attain these qualities.

Type faces and general type dress are discussed adequately, with several specimen pages, 8 point to 36 point, of representative type families. It is obvious that these were prepared thoughtfully on the basis

News-writing by Experts ★

in 1936

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By ALVIN C. EURICH and ELMO C. WILSON
University of Minnesota
Questionnaire-Makers for *Time Magazine*

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GEORGE TURNBULL
Professor of Journalism
University of Oregon

HENRY HOLT AND COMPANY
257 Fourth Avenue New York

of facilities of the average newspaper plant. Emphasis throughout the book is upon production rather than upon theory.

FRED M. POWNALL
Iowa City Daily Iowan

* * *

HOW TO WRITE ADVERTISING. By Kenneth M. Goode. *New York: Longmans, Green & Company.* 1936. xv + 168 pp. $1.00.

Some will accept Mr. Goode's theories; some will except them. All will agree he has written an interesting, orderly piece of work that might well be used as a text for basic advertising courses.

Punchily written — at times almost jerkily — this book is designed primarily to serve as a manual for merchants and executives who insist on having an important and sometimes heavy hand in the mixing of the advertising broth they intend to serve. Its price makes it especially attractive to the small retailer with a flair for original ideas but an uncertainty as to how to express them. It purposes to acquaint such readers with proved appeals, proved methods, proved action impellers based on advertising psychology. By outlining and numbering his points the author gets his message over with a directness and simplicity that would make the book good stuff for a 15-year-old.

Interspersed with the orderly arrangement of the principles of advertisement writing are thought-provoking theories. "No man who would distinguish himself as a writer can afford the luxury of indifference. He must have his five senses healthy. Powerful, vivid, varied, vital physical impressions are a part of his stock in trade," writes Goode, advice applicable not only to the embryo but also to the slipping copy writer approaching complacent middle age. Some may object, however, to his statement that "the target of even a mild witticism must never in any possible way be associable with the goods advertised." It might be argued that Jack Benny, Ed Wynn and Fred Allen, among others, have been doing this for years and getting away with it handsomely.

"How to Write Advertising" is a valuable addition to the American Business Fundamentals series and a valuable aid to merchants and manufacturers interested in the study of advertising. It's practical, it's authentic, it's fresh. It's well indexed and its bibliography is valuable in itself as a guide to good references. The book is completed with series of questions on each chapter. There are no illustrations save a few reprints of published advertisements which the author uses to demonstrate his points.

E. K. JOHNSTON
University of Missouri

* * *

ADVERTISING PRINCIPLES AND PRACTICE. By Warren B. Dygert. *New York: Longmans, Green & Company.* 1936. viii + 212 pp. $1.00.

Each book in this American Business Fundamentals series is designed to give "in books of small compass, the distilled essence of each subject." For such a broad field as advertising no book should claim to offer in 200 pages "A Complete Course," even though this claim be made on the front cover, as far as

possible from the chapter on "Truth in Advertising," the final one in the book.

For a book of this size, Mr. Dygert's is excellent. He has succeeded in distilling an ocean of data into small compass. It was inevitable that, in the process of distillation, some of the data escaped. Indeed, it is only fair to say that the weaknesses of this little volume are chiefly those inherent in its brevity. Two pages are devoted to market research, one page to testing, three pages to the advertising agency, no pages at all to the background or evolution of advertising.

For whom is the book written? Obviously not for a student in a typical university course in the principles of advertising. But for the business executive or for the young man aiming to improve his grasp of business in general, it would be excellent. And to broaden his "business horizon," it can be heartily recommended to the teacher of economics, journalism, accounting or other subjects, as well as to the business practitioner.

From the standpoint of the teacher, the book appears to dwell too much on the "how" of things and not enough on the "why." Among the questions at the end of each chapter one searches hopefully for any requiring thinking to answer. But virtually every question is of the familiar grade-school variety: "What does the author say about this?"

In spite of all this, the book is a big dollar's worth. It is written in a readable style and it brings to

HEADLINING AMERICA

1937 Edition

Edited by Frank Luther Mott, Director of the School of Journalism, State University of Iowa, with a Board of Co-operating Editors representing over thirty colleges in different sections of the country. The collection includes one hundred of the most effective news stories that have appeared in American newspapers the past two years.

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the reader an amazing amount of important, well organized, clearly presented information about its subject. FREDERIC A. RUSSELL
University of Illinois

* * *

NEWSPAPER LAWS OF OHIO. Edited by James E. Pollard and Ed. M. Martin. *Columbus: Ohio State University Press.* 1937. xiii + 174 pp.

This thorough-going piece of work is not alone of value to the newspapers of Ohio; it may also serve as a working plan for the clarification and summarization of newspaper laws in other states.

The editors group some three or four hundred laws in four main classifications: 1 — Those relating to publishing generally; 2 — those relating to advertising; 3 — libel; 4 — legal notices.

Surprisingly, Ohio had no legal definition of a newspaper until one was recently enacted for the purpose of delinquent tax list publication. The state has no law specifically defining contempt of court and no statutory provision to protect the individual's right of privacy. According to the authors, Ohio libel laws are somewhat deficient.

Of especial value is the book's section on libel, which cites holdings of the Ohio Supreme Court in various types of libel actions. For comparative purposes, this section should be valuable to instructors in reporting, editing or law of the press classes.

For the instructor in newspaper business problems, the sections dealing with legal advertising are important, even for those in other states than Ohio. These sections throw light on the extent to which legislatures specify legal notices in many different types of transactions.

The book contains, in addition to introductory material and an index, twenty-seven chapters and two appendices, one giving in tabular form a digest of statutes controlling legal advertising and the other stating general rules for such publication.
FRANK THAYER
University of Wisconsin

* * *

A CATALOGUE OF ENGLISH NEWSPAPERS AND PERIODICALS IN THE BODLEIAN LIBRARY, 1622–1800. By R. T. Milford and D. M. Sutherland. *London: Oxford University Press.* 1936. 184 pp.

The catalogue of newspapers in the Oxford collection was prepared for separate publication because of the impossibility of including all the entries in the forthcoming general catalogue of the Bodley library. The compilation was done by two members of the Bodley staff, R. T. Milford and D. M. Sutherland. Mr. Milford listed the newspapers from 1663 to 1800 before his death in 1935. Mr. Sutherland undertook the task of cataloguing the newspapers from 1622 to 1662.

The first point of interest in the catalogue is the extent of the Bodley collection of newspapers. The nucleus of the collection is the Hope gift made to Oxford in 1862 of some 1,300 eighteenth century periodicals. A catalogue of this gift collection was prepared by J. H. Burns and published in 1865. In that same year Bodley purchased the Nichols collection of 305 volumes of newspapers from 1692 to 1737. Additional minor contributions have increased these holdings.

The Oxford collection is particularly rich in eighteenth century newspapers and periodicals, its listings before 1663 are notably few. Any hope that copies of the royalist news books printed at Oxford during the Civil war had drifted into the Bodleian library is now shattered.

A second point of interest in the catalogue is the bibliographical mechanics employed by the authors in listing the entries. These mechanics include both the arrangement and the method of listing items.

Four principal methods of listing newspapers have been employed by modern bibliographers: by title (Bodleian collection), by place of publication (library of Congress collection of eighteenth century newspapers), by year of publication (*Tercentenary Handlist*) and by title with complementary listing by dates (Crane & Kaye). The method of arrangement by titles employed by Milford and Sutherland is less satisfactory than the double-barrelled method employed by Crane & Kaye.

Each item in the Oxford collection is listed with title; editor, author or contributor; bibliographical memoranda such as marred pages, faulty pagination, and so on; number and date of periodical; Bodleian shelf mark; numbers complementary to those in the main entry; place of publication, imprint, size; other copies; other editions.

No attempt has been made to name editors or printers from external evidence. The Corontos of 1622–1642 are lumped under one heading, "Weekly News," with cross-references to individual but incomplete titles. The Diurnals are

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not placed together but listed under separate title. Only an occasional attempt has been made to identify the spurious or counterfeit copies.

As a finding list the volume will be extremely useful. As a bibliographical description of the contents of the Oxford collection of newspapers, it is disappointing. The index of names is incomplete.

FRED S. SIEBERT
University of Illinois

* * *

WESTERN LITERATURE ON CHINESE JOURNALISM: A BIBLIOGRAPHY. By Rudolf Löwenthal. *Tientsin: Nankai Institute of Economics.* 1937. x + 60 pp.

Scattered material on Chinese journalism which has appeared in Western languages is brought together in this exceedingly helpful pamphlet compiled by a member of the Department of Journalism, Yenching University, Peiping, China. That 609 of the 681 titles in the bibliography are in English is solace indeed for the American student of journalism, although a large number of the periodicals are English-language publications which do not appear on the shelves of most libraries.

Part I of the bibliography deals with general literature on Chinese journalism and such particular branches of the press as foreign, religious, workers' and women's publications. Special subjects classified under Part II include materials on education in journalism, press organization, newspaper style and technical and economic problems of publishing. Part III concerns propaganda and publicity in the press, and Part IV has to do with the relations of press and government.

The bibliographic materials appeared originally in the Nankai Social and Economic Journal, Vol. IX, No. 4, January, 1937. Mr. Löwenthal announces that a similar work has been compiled in Chinese by Kao Hsiang-Kao under the auspices of the Yenching Department of Journalism, and that the Department also expects to publish later a Japanese bibliography on Chinese journalism.

Press and Communications

An Annotated Bibliography of Journalism Subjects in American Magazines

February, March, April, 1937

Edited by Fred E. Merwin and Henry L. Smith
University of Wisconsin

PROFESSOR BRUCKER'S SERIES ON "THE CHANGING NEWSPAPER"

The Independent Journal, bi-weekly publication of the Columbia University Graduate School of Journalism, featured a series of articles during the academic year 1936–37 by Herbert Brucker, assistant to Dean Carl W. Ackerman, under the general heading "The Changing American Newspaper."

Article No. 1, entitled "The Glut of Occurrences," was printed in the issue of Oct. 16, 1936, Vol. 4, p3. The second article concerned "Breaking the Page-One Tradition" and it appeared Oct. 30, p1. The third, "News in Perspective," was published Nov. 13, p4. The fourth, "The Specialist in the News Room," appeared Dec. 4, p2. The fifth, "What Is a Headline?" was published Dec. 18, p3. The sixth was devoted to the issue of "Departmentalizing the News," and was printed Feb. 12, 1937, p4. The seventh, "More About Departmentalized News," appeared March 19, p3.

The Independent Journal is a part of the Columbia school's program of contributing to the advancement of knowledge of journalism.

ADVERTISING

Anonymous. Ad Bureau Finds Research Valuable. E&P 70:17 p19, April 24.

—— ANPA Committee on Federal Laws Opposes Bills by Lea and Wheeler on Advertising. E&P 70:17 p16, April 24.

—— Copeland Aims to Put Curb on False Ads. Newsdom 8:7 p1, 8:8 p1, Feb. 20.
New food and drug measure strengthens present law.

—— Copeland Bill Check Seen in Measure. E&P 70:13 p39, March 27.
Amendment to food and drug bill would absolve publishers and agencies in false copy cases.

—— How ANPA Advertising Bureau Grew. E&P 70:16 p11, April 17.

—— Medical Ad Campaign Wins Honor. E&P 70:9 p7, Feb. 27.
Chicago institute's copy takes national award as social force.

—— Senate Passes Copeland Bill With Only Two Hours Debate. E&P 70:11 p6, March 13.
Department of agriculture given power to go to courts in cases of false advertising.

—— Space Used by 2730 Accounts in 1936. E&P 70:12 p10, March 20.

CONNOLLY, JOSEPH V. What the Newspaper Feature Means to the Advertiser. Advertiser 8:4 p11, April.

President of King Features says comic series most popular and "resultful" medium for advertisers.

MANN, ROBERT S. A. N. A. Offers New Rate Standard. E&P 70:11 p5, March 13.

Logarithmic charts show general advertising rates in nine regions of the country.

—— 1936 Linage of National Advertisers. E&P 70:10 p13, March 6.

RANKIN, WILLIAM H. How to create Attention to Advertising. Newsdom 8:8 p2, Feb. 20.

ROBB, ARTHUR. Shop Talk at Thirty. E&P 70:8 p52, Feb. 20.

First anniversary of Cleveland Media Group shows advantages of advertising cooperation.

THOMSON, WILLIAM A. Newspapers Give All Advertisers Even Break; The Air Waves Don't. American Press 55:4 p16, Feb.

The director of the Bureau of Advertising, American Newspaper Publisher's Association, uses arguments and graphs to prove that big radio advertisers squeeze out the little man.

COMMUNITY NEWSPAPER

ALBRECHT, DAN. Editors Shouldn't Be Hermits. Quill 25:2 p3, Feb.

More mixing with the crowds and less time at the desk prescription given community editors.

ANONYMOUS. Country Correspondents Are Not Social Security Act Employees. Publishers' Auxiliary 72:8 p1, Feb. 20.

—— Country Press Is Opposed to Court Changes. Publishers' Auxiliary 72:12 p1, March 20.

Final results in the Auxiliary *poll are three to one against President's proposals.*

—— Editorial Promotion Which Performs Community Service Rated Best. E&P 70:11 p3, March 13.

Newspaper executives shows hostility to use of "stunts" in drives.

—— 4776 Papers Report in Auxiliary's Supreme Court Poll. Publishers' Auxiliary 72:11 p1, March 13.

Plan proposed by Roosevelt opposed by 3,507 ballots.

—— Press: Chained Weeklies. Literary Digest 123:15 p33, April 10.

How the Woodyard brothers built up the largest chain of papers in the United States and make each link pay dividends.

BAKER, RALPH T. Weekly Newspapers Are a Community Force. American Press 55:4 p1-A, Feb.

Field manager of the Kansas Press association gives his idea of the status of the weekly after the election returns.

CAMPBELL, ARCHIE. How Two Editors Perked Up "Dead" Towns. American Press 55:6 p2a, April.

LA BINE, JOE W. Have You Learned to Blow Your Own Horn? Quill 25:2 p12, Feb.

Promotion suggestions of particular value to community publishers.

COPYREADING AND EDITING

BIGELOW, JOHN. Prescribing for a Puzzled Public. Quill 25:3 p6, March.
The telegraph editor of the Spokane, Wash., Press *describes his efforts to offer his readers background for wire news.*

MEECHAM, WILLIAM SHANDS. Daily Tries New Page One Technique. E&P 70:14 p7, April 3.
Richmond, Va., Times-Dispatch *classifies news in effort to hold attention of readers.*

EDITORIAL INFLUENCE AND METHODS

ANONYMOUS. Columnists and the Court. Literary Digest 123:8 p5, Feb. 20.
A digest of views expressed in syndicated columns.

—— G-Man Hoover Urges Crime Columns. E&P 70:17 p13, April 24.
Federal crime fighter believes newspapers should educate public to protect itself.

—— Glamor's What Gets the Ladies. E&P 70:17 p44, April 24.
New York American *women's editor feels that her readers are interested solely in attaining and keeping beauty.*

—— Here Are All-Americans for 1936–37. Publishers' Auxiliary 72:16 p1, April 17.
Prof. John H. Casey, University of Oklahoma, picks his eleventh weekly editorial champions.

—— Inland Publishers Hear Some Interesting Facts on Accuracy of Newspaper Reporters. Publishers' Auxiliary 72:11 p1, March 13.
The digest of a survey made by Prof. Mitchel V. Charnley of the University of Minnesota, as given before the Inland Daily Press association.

—— Newspaper's Obligations to the Courts. National Printer Journalist 55:2 p32, Feb.

—— Philadelphia Reporter Exposed Illegal City Court Practices. E&P 70:8 p12, Feb. 20.

—— *Post-Dispatch* Assails ANPA for Its Business Activities. Newsdom 8:17 p9, April 24.
St. Louis newspaper's editorial accuses publishers' organization of losing sight of real purposes.

—— Press Must Print the Unbiased Truth. E&P 70:7 p20, Feb. 13.
Report of an address by Dr. Glenn Frank.

—— Soul-Searching Needed, Says Milton. E&P 70:17 p38, April 24.
Chattanooga editor urges editors to live up to their public responsibility.

—— Syphilis Now Called by Right Name. E&P 70:7 p8, Feb. 13.
Nation's press joins health officials in drive.

BRANDENBURG, GEORGE A. "Intelligent Community Is Goal of Press, Colleges"—Hutchins. E&P 70:11 p12, March 13.
University of Chicago president feels newspapers and educational institutions must work together toward the goal of a better society.

BROWN, ROBERT U. Artists Ponder What's Happened to the Humor in Comics. E&P 70:11 p32, March 13.
Public approval claimed for present serialized trend.

—— Humor Tops Adventure Cartoons in *Fortune's* Popularity Poll. E&P 70:13 p26, March 27.

DRUMMOND, J. ROSCOE. The Press; New Days, New Demands. Christian Science Monitor weekly magazine section p3, April 7.
Press must discipline itself against careless distortion of facts.

HUGHES, HELEN MACGILL. A. Genealogy of Human Interest Stories. JOURNALISM QUARTERLY 14:1 p1, March.
Miss Hughes finds that "In the end, human interest approaches the interest every man has in himself."

—— Human Interest Stories and Democracy. Public Opinion Quarterly 1:2 p73, April.

KELLY, JOHN G. Open Letter to the *Christian Century*. Quill 25:2 p4, Feb.
Washington state publisher calls attack on press by religious weekly unmerited.

MAHONEY, TOM. Press Often Last Refuge of Justice When Civic Authorities Fail. E&P 70:8 p5, Feb. 20.
Case histories of newspaper crusades.

MITCHELL, E. H. Daily Plants Mikes in Governor's Office for "Inside" Story. E&P 70:14 p18, April 3.
Denver Post *publishes results of two months of listening to conversations.*

PALMER, GRETTA. Front Page Stuff. Today 7:16 p16, Feb. 6.
News is not necessarily history, but what we like to read.

ROBB, ARTHUR. Standardization Is Foe of Press, Creager Warns ASNE Members. E&P 70:16 p20, April 17.
Milwaukee Journal *editor calls upon American editors to resist temptation of sameness.*

ROSS, ISHBEL. Dorothy Thompson, Able Citizen. New York Woman p13, Feb. 24.
An intimate sketch of the popular columnist.

SITTON, JERRY. 200 Newsmen Cover Texas Tragedy. E&P 70:13 p7, March 27.

WHARTON, DON. Dorothy Thompson. Scribner's 101:5 p9, May.

EDITORIAL PAGE AND EDITORIAL WRITING

ANONYMOUS. Mencken Dissects Editorial Page. E&P 70:17 p23, April 24.
Baltimore writer suggests the use of a writer's name over longer editorial.

ELLARD, ROSCOE B. Are Editorials Well Merchandised? National Printer Journalist 55:2 p19, Feb.
Professor Ellard suggests some improvements necessary if the editorial page is to be worth the space.

—— Editorial Page Expenses Are Wasted If It Yields to All Pressures. E&P 70:15 p3, April 10.
Professor Ellard cites instances in which business made successful demands on the editorial policies of a group of unnamed newspapers.

EDUCATION FOR JOURNALISM

ANONYMOUS. Nash Explains Aims of Williams Memorial. E&P 70:17 p74, April 24.

—— Prof. Lawrence W. Murphy Reports on Progress in Journalism Teaching. E&P 70:17 p74, April 24.

—— Proceedings of the American Association of Schools and Departments of Journalism. JOURNALISM QUARTERLY 14:1 p93, March.

The 19th annual convention at St. Louis, Mo., Dec. 30 and 31, 1936.

—— Proceedings of the American Association of Teachers of Journalism. JOURNALISM QUARTERLY 14:1 p112, March.

The 24th annual convention at St. Louis, Mo., Dec. 30 and 31, 1936, Jan. 1, 1937.

DREWRY, JOHN E. Journalistic Expansion. National Printer Journalist 54:2 p66, Feb.

The schools of journalism have a broader cultural scope than the mere training of reporters.

HYDE, GRANT M. A Journalism Teacher Looks at the Newspapers. National Printer Journalist 55:4 p24, April.

A summary of an address delivered by Professor Hyde before the Inland Daily Press.

—— The Next Steps in Schools of Journalism. JOURNALISM QUARTERLY 14:1 p35, March.

Professor Hyde lists 14 points for journalism educators.

WALKER, GAYLE C. The Opportunities in Journalistic Education. JOURNALISM QUARTERLY 14:1 p42, March.

Address of the president of the American Association of Teachers of Journalism.

ETHICS

ANONYMOUS. Abbé Dimnet Scolds Press. Newsdom 8:8 p11, Feb. 20.

French scholar feels sensational news in American newspapers retards peace movements.

—— Editorial: Justice or Headlines? E&P 70:15 p18, April 10.

New York newspapers accused of overstepping bounds of fair play in handling of triple murder story.

—— True History, Past and Present. Catholic World. 144:864 p641, March.

A criticism of newspapers for their "bias" and a plea to Catholics to "tell the truth."

FOREIGN NEWS SOURCES AND FOREIGN PRESS

ANONYMOUS. Act to Curb Prying British Newsmen. E&P 70:16 p18, April 17.

British National Union of Journalists launches campaign against unwarranted intrusions.

—— Asks One Chief for Nazi Press. Newsdom 8:12 p2, March 20.

Press association official in Germany urges centralization of authority as aid to editors.

—— Coverage of Future War Will Be Much Like the Last Says Simms. E&P 70:15 p9, April 10.

Scripps-Howard foreign editor compares the possible future with conditions which existed on the Western front.

—— Editorial: Revolt in Britain. E&P 70:16 p52, April 17.

Alarm is expressed over the move of the British National Union of Journalists to curb unwarranted intrusions on the ground that operating policies must be determined by the proprietor.

—— London Proprietors Condemn Invasion of Privacy in Their Reply to Simon. E&P 70:11 p11, March 13.

—— Miller Pictures Civil War Horror. E&P 70:17 p26, April 24.
United Press foreign writer tells editors' convention of Spanish war scenes.

—— Nazis Urge European Editors to Abolish Press Freedom. Newsdom 8:14 p7, April 3.

—— Protecting Privacy. E&P 70:7 p24, Feb. 13.
Recent agitation in England to extend the law of privacy brings action by the press.

—— "Uncle Shylock" Target of British Press. Newsdom 8:12 p2, March 20.

ARENSTAM, ARVED. Karl Radek. Living Age 352:4447 p137, April.
A personality sketch of the Russian journalist.

BAILLIE, HUGH. What of European Affairs and American Newspaper Men? American Press 55:4 p1, Feb.
By the president of the United Press.

BROWN, ROBERT U. War Not Imminent in Europe Says Milton Bronner, NEA Chief. E&P 70:15 p27, April 10.

MCBRIDGE, WILLIAM. Newspapers Miss Cue on French Loan Offer. Newsdom 8:14 p3, April 3.
American financial writers accused of giving Paris favorable publicity through failure to correctly interpret loan payoff.

NAFZIGER, RALPH O. The Foreign Press. JOURNALISM QUARTERLY 14:1 p81, March.
Articles about journalism in China, Great Britain, Japan, and Russia.

OESTREICHER, J. C. That Mysterious Jargon, Cableze, Is No More. American Press 55:5 p14, March.

ROBB, ARTHUR. Shop Talk at Thirty. E&P 70:17 p132, April 24.
Mr. Robb holds that the plan of the British National Union of Journalists to curb press intrusions of privacy contains dictatorial elements.

ROSS, ALBION. Goebbels Edits The Popular Mind in Germany. New York Times Magazine section p3, Feb. 14.

SELDES, GEORGE. Press Rate Collect. Esquire 6:8 p35, Feb.
Anecdotes by a foreign correspondent.

SOAMES, JANE. The English Press. American Review 8:5 p578, March.
The British newspaper, one of the two surviving free presses on the continent, is shown to be censored unofficially by its capitalist owners and by rigorous libel laws, but it does create unified opinion that helps the nation through great crises.

WARD, PAUL W. Washington Weekly: Vladimir Romm. Nation 144:6 p147, Feb. 6.
A personality sketch of the former Washington correspondent of the Moscow Izvestia.

FREEDOM OF THE PRESS

ADLER, JULIUS OCHS. Do Advertisers Control Newspaper Policy? American Press 55:6 p1, April.
The general manager of the New York Times *declares that the only press control exercised today is that of the newspaper owners.*

ANONYMOUS. Ackerman Calls Free Press Best Safeguard Against War. Newsdom 8:17 p6, April 24.

—— After the Supreme Court, The Press. American Press 55:5 p1, March.
Alarm expressed over recent court trends.

—— Foes of Court Scheme Hint at Peril to Press. Newsdom 8:14 p5, April 3.
New York Sun *writer feels President Roosevelt is seeking control over newspapers; Madison, Wis., editor quoted on other side.*

—— Press Freedom Is Target of Foes. E&P 70:9 p41, Feb. 27.
Editor of This Week *warns Georgia editors of hidden anti-press forces.*

—— Tells Press to Keep House in Order. E&P 70:15 p11, April 10.
Hartford Times *editor says freedom of press requires a positive and enlightened program.*

—— The Free Press: Court Issue Upsets "Objective" Poise. Guild Reporter 4:6 p6, March 1.
Excerpts from newspapers opposed to President Roosevelt's proposal to alter judicial system.

—— Two Papers Attack Free Press Bogey. Guild Reporter 4:5 p2, Feb. 15.
St. Louis Post-Dispatch *and New York* Daily News *deny press freedom abridgement charge in Morris Watson-AP case.*

—— Use Freedom Vigorously Press Is Told at ANPA Golden Jubilee Meeting. E&P 70:17 p5, April 24.
Speakers at New York convention urge publishers to adopt more aggressive public role.

JONES, J. E. Licensing of Press Proposed in Nebraska Bill. Publishers' Auxiliary 72:8 p1, Feb. 20.

KROCK, ARTHUR. Press vs. Government — a Warning. Public Opinion Quarterly 1:2 p45, April.
The head of the Washington bureau of the New York Times *cites the evils he feels to be inherent in a federal central press bureau.*

HISTORY AND BIOGRAPHY

ANONYMOUS. Davis, Parker Pay Tribute to Science Service Founder. Newsdom 8:7 p3, Feb. 13.
E. W. Scripps lauded for contribution to information on scientific subjects.

—— Dr. John H. Finley Is Named Editor-in-Chief of New York *Times*. E&P 70:17 p10, April 24.

—— Franklin Lost to Bradford by Three Days Honor of Issuing First American Magazine. Publishers' Auxiliary 72:7 p1, Feb. 13.

—— Franklin P. Adams Leaves *Herald Tribune* — Gained Fame as "F. P. A." E&P 70:10 p17, March 6.

—— Fred Fuller Shedd Dies at 66; Philadelphia *Bulletin* Editor. E&P 70:15 p30, April 10.

—— Gala Week for Atlanta *Georgian;* Anniversary Draws Noted Guests. E&P 70:7 p12, Feb. 13.

—— Jacob B. Shale, Newspaper Broker and *E. & P.* Founder, Dies at 81. E&P 70:14 p40, April 3.

—— Rollo Ogden, N. Y. *Times* Editor, Dies. E&P 70:9 p9, Feb. 27.
Served New York journalism 36 years.

—— W. R. Hearst Gives Newspaper Creed. E&P 70:7 p12, Feb. 13.
Reliable information given first place in publisher's statement of policy.

BAKELESS, JOHN. Christopher Marlowe and the Newsbooks. JOURNALISM QUARTERLY 14:1 p18, March.
Dr. Bakeless discusses Marlowe's "Massacre at Paris" and its relation to Elizabethan dramatization of news on the stage.

BASSETT, WARREN L. W. R. Hearst Celebrates His 50th Year as a Newspaper Publisher. E&P 70:10 p3, March 6.
Career of publisher recounted on anniversary date.

BREARLEY, HARRY CHASE. Birth of ANPA Told By Founder's Son. E&P 70:16 p6, April 17.
51 publishers established central organization 50 years ago at Rochester, N. Y.

GLENN, WILLIAM M. The Story of Sigma Delta Chi. Quill 25:2 p9, Feb.

MABIE, JANET. Goudy, Glorifier of Type. Christian Science Monitor weekly magazine section p5, April 14.

MCMURTRIE, DOUGLAS C. The Birth of Typography. Inland Printer 98:5 p45, Feb.
Mr. McMurtrie's final installment of a series on the beginnings of printing.

PRINGLE, HENRY F. Portrait of Walter Winchell. American Mercury 11:158 p137, Feb.

LAW OF THE PRESS

ANONYMOUS. Bills to Protect Newspapermen Before State Legislatures. E&P 70:9 p8, Feb. 27.

—— Change Proposed in State Libel Law Puts Burden of Proof on Publishers. Sooner State Press 29:22 p1, Feb.

—— N. Y. *American* Wins $100,000 Libel Suit. E&P 70:9 p39, Feb. 27.

—— Oklahoma Libel Bill Killed by Lower House. Publishers' Auxiliary 72:14 p1, April 3.

—— Pamphlet on Press Laws of Countries Issued by Professor Sharp of M. U. Newsdom 8:7 p12, Feb. 13.

—— Report Frees Daily of Lottery Charge. E&P 70:16 p10, April 17.
Missouri supreme court holds St. Louis Globe Democrat *innocent in names cartoon contest.*

—— See Threat to Free Press in Tennessee Bill. Publishers' Auxiliary 72:7 p1, Feb. 13.
Senate passes act to fine editors for "untruth" in papers.

—— Tennessee Press Gag Bill Defeated. E&P 70:8 p38, Feb. 20.
Lower house rejects measure prohibiting publication of an untruth.

—— U. S. Puts Ban on Sweepstakes News. E&P 70:10 p17, March 6.
New edict of post office department threatens full legal penalties.

ROBB, ARTHUR. Shop Talk at Thirty. E&P 70:10 p56, March 6.
Mr. Robb discusses the issue of privilege in a statement made by a prosecutor in a New Jersey labor killing.

MAGAZINES AND MAGAZINE ARTICLE WRITING

ANONYMOUS. Success Without Editorial Policy. Literary Digest 123:6 p20, Feb. 6.
Esquire, *with its apparently haphazard organization, flouts precedent to gross $3,500,000 a year.*

DEVOTO, BERNARD. Distempers of the Press. Harpers 174:1042 p445 March.
Time *magazine comes in for a reprimand, not for incomplete coverage, but for coloring the news with quips, innuendoes, and "wise-cracks."*

FRANKLIN, JAY. Look. Today 7:18 p8, Feb. 20.
The Cowles brothers of the Des Moines Register & Tribune, *and their new picture magazine.*

SCOTT, PERCY B. Henry Luce; Master of Time, Life, Fortune. American Press 55:4 p3, Feb.

MISCELLANEOUS

ANONYMOUS. Hearst Sons All On Newspapers. E&P 70:10 p7, March 6.
Three fill executive positions in Hearst organization; younger ones in training.

—— Legibility. Inland Printer 98:5 p43, Feb.
New visibility meter offers scientific aid in determining values of various type faces.

—— Six Newspaper Groups Discuss Press Welfare at Meetings. E&P 70:8 p43, Feb. 20.
State organizations give pending legislation main attention.

FRANK, GLENN. Publishers Warned Against Spirit of Defeatism. Ohio Newspaper 17:5 p1, Feb.
Former university president says charges against press following election can and must be met.

HOOPER, OSMAN C. Opportunities for Women in Journalism Growing. Ohio Newspaper 17:7 p5, April.

JACOBS, HAROLD D. We Stopped A War. Today 7:17 p22, Feb. 13.
The inside story of the false armistice and how it appeared to the cable editor back home.

LAZELL, FREDERICK J. Gutenberg Device, Adjustable Type-Mold, Stands Unique After Five Hundred Years. Iowa Publisher 9:2 p3, Feb.

MACMILLAN, L. M. Goudy and His Type Creations. Advertiser 8:4 p35, April.

PALMER, L. B. ANPA Serves Entire Profession. E&P 70:16 p7, April 17.

ROBB, ARTHUR. Shop Talk at Thirty. E&P 70:7 p44, Feb. 13.
A discussion of the relation of the press to President Roosevelt's judicial reform proposals.

—— Shop Talk at Thirty. E&P 70:12 p48, March 20.
Newspaper work today from the standpoints of how to enter it and what it offers.

SUGRUE, THOMAS. The Newsreels. Scribner's 101:4 p9, April.
Origin, history, technique, and significance of the newsreels, with pictures of year's best films.

WALLACE, TOM. River Runs Amuck. Quill 25:3 p8, March.
The editor of the Louisville, Ky., Times *tells how he brought out his newspaper during the 1937 flood along the Ohio river.*

NEWS GATHERING AGENCIES

ANONYMOUS. AP. Fortune 15:2 p89, Feb.
The complete story of the rise and recent developments of the Associated Press.

—— Associated Press Is Returning to Five-Day, 40-Hour Week. E&P 70:8 p11, Feb. 20.

—— Kent Cooper Reports an Expansion in Pictures; Wirephoto Advances. E&P 70:16 p70, April 17.
General manager of the Associated Press says 1936 events taxed facilities of press association.

BROWN, ROBERT U. Associate Memberships Voted by AP. E&P 70:17 p11, April 24.
Members in new classification will not be obligated to provide their news exclusively to the Associated Press.

NEWS GATHERING AND NEWS WRITING

ANONYMOUS. Men in the Moon Are Time Writers. E&P 70:17 p22, April 24.
Editor of weekly magazine describes writing technique in talk at American Society of Newspaper Editors.

—— Press: Exclusive Set Gathers Capital News.. Literary Digest 123:10 p28, March 6.
The stars of the Washington staffs described, with a bit of their background.

NEWSPAPER GUILD AND EMPLOYER-EMPLOYE RELATIONSHIPS

ANONYMOUS. American Tie Urged. Guild Reporter 4:8 p6, April 1.
Buenos Aires and Havana newspapermen interested in advancement of the Guild.

—— ANG Debut in Canada. Guild Reporter 4:8 p3, April 1.
Toronto gets first chapter of newspaper guild organized outside the United States.

—— Buffalo *Times* Signs Guild Contract. E&P 70:17 p108, April 24.

—— Chicago *Daily Times* Bulletin Board Statement Covers Wages and Hours. E&P 70:13 p10, March 27.

—— Classified Guild Seeks Contract with Inquirer. E&P 70:13 p12, March 27.
Advertising unit affiliates with American Federation of Labor before launching drive.

—— Cleveland *Press* Signs With Guild; Increased Minimums, Open Shop. E&P 70:13 p20, March 27.

—— College Branch of ANG. Guild Reporter 4:9 p4, April 15.
Twenty University of Kansas journalism students enroll as associate members of the Guild.

—— FIJ Points to Danger. Guild Reporter 4:6 p3, March 1.
International federation reported seeking organization of editorial workers in the Americas.

—— Full Recognition Gained in Chicago *Times* Parley. Guild Reporter 4:6 p1, March 1.
Publisher signs agreement with Newspaper Guild.

—— Guilded Age. Time 29:16 p49, April 19.
Supreme Court decision on Morris Watson vs. Associated Press case told thoroughly and concisely.

—— Guild Is Agent, Not Principal, in Negotiations, Says N. Y. Daily. E&P 70:10 p16, March 10.
World-Telegram *management reiterates stand against preferential shop.*

—— IEB Urges Labor Unity on Progressive Base. Guild Reporter 4:9 p5, April 15.
Guild directorate states position in relation to American labor movement.

—— Indianapolis *Times* Signs With Guild. E&P 70:16 p42, April 17.

—— ITU Walkout Ends in Indianapolis. E&P 70:13 p6, March 27.

—— Long Island *Press*' Editorial Staff on Strike; 64 Men Are Out. E&P 70:15 p8, April 10.

—— New York *World-Telegram* Signs Open Shop Contract With Guild. E&P 70:15 p8, April 10.

—— Scripps-Howard Memphis Daily Signs Agreement With Guild. E&P 70:12 p6, March 20.

—— Sigma Delta Chi Studies Working Newsmen's Plans. E&P 70:17 p72, April 24.
Professional journalism fraternity's leaders discuss program of expanded activity.

—— Texts of the Two Supreme Court Opinions in the Case of the Associated Press. New York Times 86:28934 p21, April 13, 1937.

—— Toledo *Blade* Signs With Guild; Preferential Shop Is Denied. E&P 70:12 p7, March 20.

—— Toledo *Times,* Guild Sign; Open Shop. E&P 70:13 p40, March 27.

—— Uncover the ANPA'S Open Shop Corps. Guild Reporter 4:5 p1, Feb. 15.
New York printing trade group asks federal investigation of committee of publishers' group.

—— Watson, Home from the Legal Wars, Reports for Work at AP Office. E&P 70:16 p12, April 17.

BUTLER, JAMES J. ANPA Joins AP In Watson Case. E&P 70:6 p7, Feb. 6.
Attorney for publisher attacks labor board order in Morris Watson case as denial of press freedom.

—— Wagner Act Upheld in AP Case. E&P 70:16 p13, April 17.
Supreme court holds press association is engaged in interstate commerce.

HARTWELL, ALBION A. White Collar Organization Gains. Guild Reporter 4:4 p5, Feb. 1.
The writer lists the American Newspaper Guild among the group of professional organizations arising out of the economic depression.

MCGRATH, ELLEN and DALLAS, J. P. Boettiger — His Master's Voice. Nation 144:6 p150, Feb. 6.
The authors believe that some issues in the Seattle Post-Intelligencer *strike remain unsettled.*

ROBB, ARTHUR. ASNE Opposes Editorial Unionism. E&P 70:17 p21, April 24.
Convention resolution voted by editors stresses professional status of journalism.

SCHNEIDER, WALTER. Newspaper Advertising Guild Is Formed in Philadelphia. E&P 70:8 p8, Feb. 20.
Group hopes to organize newspaper advertising workers.

NEWSPAPER PRODUCTION AND MANAGEMENT

ANONYMOUS. A Frenchman Views Sunday Papers. E&P 70:17 p50, April 24.
Paris-Soir *correspondent in the United States indicts American Sunday editions on score of undue bulk.*

—— City Editor Must Be Man of Action, Must Know Men and Events. E&P 70:11 p14, March 13.

—— Eleanor Patterson Leases the Herald. E&P 70:17 p108, April 24.
Will operate Washington, D. C., paper independent of Hearst.

—— Newsprint Economy Program Urged. E&P 70:17 p20, April 24.
ANPA committee feels savings of paper might offset proposed newsprint price increase.

—— Newsprint, Labor Chief ANPA Topics. E&P 70:17 p7, April 24.
Publishers pass resolution opposing proposed increase in price of paper; attorney explains influence of Wagner act on editorial employes.

—— Rising Costs Concern Publishers. E&P 70:17 p9, April 24.
Increase in advertising and circulation rates discussed by convention delegates.

—— Southern Newsprint Group Makes Plans for $5,000,000 Texas Plant. E&P 70:6 p8, Feb. 6.

—— Transportation Is Major Problem. E&P 70:17 p17, April 24.
ANPA committee reports on savings effected for members.

—— Wage Rates 3% Above 1929 Scale. E&P 70:17 p18, April 24.
ANPA committee reports to convention on "favored position" of the printing trades.

ROBB, ARTHUR. Promotion Covered Wide Range in '36. E&P 70:15 p5, April 10.
New York Sun *awarded* Editor & Publisher *prize for most valuable promotion.*

PHOTOGRAPHY

ANONYMOUS. Judge Recognizes Right of Paper to Publish Unauthorized Photos. E&P 70:16 p60, April 17.
Newspapers can publish unauthorized photos providing picture concerns current news or immediate public interest.

—— "People Are Picture Nuts" Says Louis Ruppel of Chicago *Times*. E&P 70:17 p86, April 24.

—— Transmission of Color Photos by Wire Achieved by William G. H. Finch. E&P 70:16 p42, April 17.

PRICE, JACK. Exciting Experiences of a Newspaper Photographer. Popular Photography 1:1 p6, May.
The new photographic magazine is written primarily for amateurs but contains much worthwhile material for the journalist-camera man.

—— News Photography Short Course Attracts 140 to Oklahoma U. E&P 70:15 p24, April 10.

—— The Story of a Famed Mid-west Photographic Department. E&P 70:6 p30, Feb. 6.

Staff of Des Moines Register *and* Tribune *studies press photography in weekly class.*

WITWER, STAN. Fast Action With A Miniature. Popular Photography 1:1 p19, May.
The sports photographer for the Dayton Journal *offers valuable suggestions on shooting sports pictures.*

PUBLIC OPINION

ANONYMOUS. The Press and the Public. New Republic 90:1163 p178, March 17.
A 16-page supplement of charges against the American press and suggestions for improvement.

BROWN, MAYNARD W. American Public Opinion and Events Leading to the World War, 1912–1914. JOURNALISM QUARTERLY 14:1 p23, March.
Dr. Brown concludes that the insular attitude of the American people and press prevented a sound public opinion in this country on European affairs in the pre-war years.

EDWARDS, GURDEN. Banking and Public Opinion. Public Opinion Quarterly 1:2 p5, April.
The public relations director of the American Bankers' association says a favorable public attitude toward banking must be built in the local communities.

PETERSON, H. C. British Influence on the American Press, 1914–17. American Political Science Review 31:1 p79, Feb.
How Great Britain deliberately set out to propagandize American public opinion against Germany during the World War.

SUMMERS, ALEXANDER. Future of Government News Reporting. National Printer Journalist 55:4 p22, April.
The writer deplores the lack of systematic reporting by the government of its administrative activities.

PUBLICITY AND PROPAGANDA

BIGELOW, BURTON. The Machinery Behind Political Pamphleteering. JOURNALISM QUARTERLY 14:1 p7, March.
How the Republican National committee publicity front operated during the 1936 campaign.

BROWN, FRANCIS J. Media of Propaganda. Journal of Educational Sociology 10:6 p23, Feb.
Influence of nationalism of press, radio, and films.

BROWN, ROBERT U. War Propaganda Photo Expose Offered by Iowa Syndicate. E&P 70:7 p28, Feb. 13.

CASEY, RALPH D. Republican Propaganda in the 1936 Campaign. Public Opinion Quarterly 1:2 p27, April.
Professor Casey describes the publicity organization which promoted Landon's candidacy, the techniques utilized and the errors committed by the propaganda sources.

DOAN, R. E. Mechanics of Press Contracts. Banking 29:10 p23, April.
Tips on how bankers may obtain better and more favorable publicity.

EMERITUS, ED. Editorial Halos. Newsdom 8:8 p4, Feb. 20.

The writer urges an investigation of international propaganda attributed to the J. P. Morgan firm.

FOSTER, H. SCHUYLER, JR., and FRIEDRICH, CARL J. Letters to the Editor as a Means of Measuring the Effectiveness of Propaganda. American Political Science Review 31:1 p71, Feb.

The authors suggest the use of a graphic "thermometer" in arriving at at least a partial measurement of propaganda.

RADIO AND THE PRESS

ANONYMOUS. Aylesworth Joins Scripps-Howard. Literary Digest 123:7 p28, Feb. 13.

—— Calls Radio Ownership Threat to Free Press. E&P 70:13 p6, March 27.

Maine senator warns publishers to avoid entanglement with government controlled communications.

—— First Radio Picture Across Pacific. E&P 70:16 p90, April 17.

San Francisco transmits photograph of arrival of Japanese prince to newspaper in Tokyo.

—— High Court Bars Radio from Its Press Section. E&P 70:12 p45, March 20.

—— News Theft and Propaganda Feared. E&P 70:17 p15, April 24.

Radio committee of publishers' association expresses concern over property rights in news.

—— Radio License Fees by U. S. Proposed. E&P 70:13 p13, March 27.

Massachusetts congressman would force all stations to pay U. S. for operating permits.

ARNOLD, FRANK A. Flood Relief Efforts Qualified Radio as Public Necessity. E&P 70:7 p30, Feb. 13.

—— Radio and the Newspapers: Combining Newspaper and Radio Advertising. E&P 70:14 p46, April 3.

—— Radio and the Newspapers: If the Government Takes Over Broadcasting. E&P 70:16 p48, April 17.

—— Radio and the Newspapers: Newspaper Stations Face Investigation by Congress. E&P 70:9 p22, Feb. 27.

—— Radio and the Newspapers: The Law of Radio Broadcasting. E&P 70:13 p22, March 27.

—— Radio and the Newspapers: The New Job of Radio Commentator. E&P 70:15 p28, April 10.

—— Radio and the Newspapers: The Place of Education in the Radio Program. E&P 70:12 p35, March 20.

—— Radio and the Newspapers: The Radio Editorial. E&P 70:11 p20, March 13.

Newspapers owning radio stations urged to use air in extending editorial influence.

BUTLER, JAMES J. FCC Member Opposes Tieup Between Newspapers and Radio. E&P 70:10 p8, March 6.

Commissioner Stewart believes group must delve into question of what is desirable for public interest.

—— Press-Radio Divorce Up to Congress. E&P 70:8 p9, Feb. 20.

Proposed Wheeler measure would prohibit acquisition of radio outlets by newspapers.

SMALLSREED, G. A. How Will Radio Affect Style of News Writing? Ohio Newspaper 17:7 p1, April.

The managing editor of the Columbus Dispatch *sees modification inevitable, with wire pictures also to be reckoned with.*

WHARTON, DON. Television in America. Scribner's 101:2 p61, Feb.

An analysis of the status, problems, limitations, and immediate prospects of the newest form of transmission, and its effect upon other forms.

RESEARCH METHODS

ANONYMOUS. George Gallup Asks Some Questions. E&P 70:17 p24, April 24.

Newspaper researcher tells editors that they know too little about what happens to their product once it enters the subscriber's home.

FRAZIER, J. L. Their Problems Go to "Patra." Inland Printer 98:5 p40, Feb.

Allied Trades Research association gives advice to British publishers and printers.

TYPOGRAPHY

ANONYMOUS. Award for Typographical Excellence Given by Ayer to Los Angeles *Times*. Newsdom 8:17 p10, April 24.

ROBB, ARTHUR. Shop Talk at Thirty. E&P 70:15 p36, April 10.

Mr. Robb, one of the judges in the N. W. Ayer typography contests, discusses the good and bad points of the papers which entered.

A Bibliography Selected From British Journals

January, February, March, 1937

Edited by RALPH O. NAFZIGER
University of Minnesota

BRITISH PRESS

ANONYMOUS. Circulations Up and Up. Newspaper Word 40:2036 p2, Jan. 16.

Daily Herald *has maintained average of more than two million for 3 years;* Daily Express *has 1936 average of 2,091,239;* Daily Mail *in December was 1,717,133;* Daily Telegraph *530,300 in December;* Evening News *772,695 for 1936;* Star *624,051 for year;* Evening Standard *405,504.*

—— Journalism in a Socialist State. Journalist 20:2–3 p38, Feb.–March.

Report of a committee appointed by the Annual Delegate Meeting of the National Union of Journalists.

—— Lord Camrose Acquires *Daily Telegraph* Control. Newspaper World 17:410 p1, Jan. 7.

—— Scheme for Better Press Facilities at the House of Commons. Newspaper World 40:2041 p1, Feb. 20.

Press organizations want more room for British reporters and also accommodations for foreign journalists, who are not admitted to the press gallery.

—— Separation of Berry Group Interests. Newspaper World 40:2035 p2, Jan. 9.
Control of the Daily Telegraph *goes to Lord Camrose; Lord Kemsley and Lord Iliffe involved in three-way division of big newspaper interests.*

BOWER, NORMAN. Need for a Ministry of Propaganda. Newspaper World 40:2044 p1, March 13.
The ministry would further the cause of peace in the world, and would be prepared to "pull its weight" in the event of war.

DAWSON, HUGH W. The Greatest "Human Story." British Institute of Journalists' Journal 25:244 p1, Jan.
The Institute's president, discussing the press and the abdication of Edward VIII, believes the British press "enhanced, alike by what they said and left unsaid, the reputation and credit of the British press."

LIVESAY, J. F. B. Cooperative Interchange of News Within the Empire. Newspaper World 40:2037 p1, Jan. 23.
The general manager of the Canadian Press suggests new plan for ending the "inadequate exchange of news throughout the Empire."

FOREIGN NEWS SOURCES AND FOREIGN PRESS

ANONYMOUS. German Journalists' President Hits at Press Harassers. Newspaper World 40:2045 p1, March 20.
Wilhelm Weiss, editor of Hitler's Voelkischer Beobachter, *criticises indiscriminate threats and protests in Germany against the German press.*

—— Japan Closes Door on A. Morgan Young. World's Press News 17:420 p11, March 18.
Former editor of Japan Chronicle *is forbidden entry into Japan.*

—— Spanish News Agency Opens in London. World's Press News 17:412 p3, Jan. 21.

—— The South American Press. Newspaper World 40:2044 p10, March 13.
Resumé of a talk on the Chilean press by Senor Don A. Edwards, Chilean ambassador in London.

—— Uncannily Well-Informed Madame Tabouis, of *L'Oeuvre*. Newspaper World 40:2043 p2, March 6.
A sketch of the foreign editor of the French Radical-Socialist newspaper, who has achieved several remarkable "scoops" on world politics.

FALK, ROGER. "India First" is the Policy of All Newspapers. World's Press News 17:417 suppl. pxi, Feb. 25.
A brief sketch of India's press.

MANSVELT, F. Before You Advertise in Belgium. World's Press News 17:418 suppl. pv, March 4.
Belgium has 70 dailies, 350 weeklies, 300 periodicals.

HISTORY AND BIOGRAPHY

ANONYMOUS. H. M. R.—The Man and His Work. Journalist 20:1 p1, Jan.
M. R. Richardson, for 19 years general secretary of the National Union of Journalists, died December 23.

—— "Last of the Great War Correspondents." Sir Percival Phillips Dies. World's Press News 17:414 p3, Feb. 4.

LAW OF THE PRESS

ANONYMOUS. Editors Would Welcome "Privacy" Agreement. World's Press News 17:413 p1, Jan. 28.

—— Government are Friendly to Bill Restricting Matrimonial Reports. Newspaper World 40:2040 p4, Feb. 13.
Parliament considers bill to restrict press reports concerning domestic affairs.

—— M. P.s Indignant at Press Sensation. Newspaper World 40:2039 p1, Feb. 6.
Parliament discusses "press intrusion in private grief."

—— M. P.s Still Press for Restriction. World's Press News 17:416 p1, Feb. 18.

—— Nine M. P.s Back Press Restriction Bill. World's Press News 17:414 p1, Feb. 4.

—— Press Bodies Condemn Persecution Tactics. Newspaper World 40:2040 p1, Feb. 13.
The Newspaper Society and the Press Association pass resolutions on sensationalism and the Newspapers Proprietors' Association appoints committee to investigate.

—— Press Bodies to Consider Invitation to "Intrusion" Conference. Newspaper World 40:2043 p1, March 6.

—— The Council Condemns Intrusion. British Institute of Journalists' Journal 25:246 p35, March.
Report of the Institute council meeting, including discussion of the Journalists Registration Bill.

KARK, LESLIE. Make Blackmail Libel Actions a Criminal Offence. World's Press News 17:411 p3, Jan. 14.

The Foreign Press

Edited by Ralph O. Nafziger

Canada

Canadian Press Meets

H. P. Duchemin, managing director of the Sydney (N. S.) *Post-Record,* was elected president of the Canadian Press by the new board of directors, following the annual meeting of Canada's coöperative news-gathering organization in April. He succeeds W. B. Preston, managing director of the Brantford (Ontario) *Expositor.*

W. Rupert Davies, president and editor of the Kingston (Ontario) *Whig Standard,* was elected first vice president; and J. A. McNeil, of the Montreal *Gazette,* second vice president. M. E. Nichols, vice president and managing director of the Vancouver *Province,* was re-elected honorary president.

The annual meeting was marked by the resignation from the board of directors of E. H. Macklin, former president of the Winnipeg *Free Press,* who is known in newspaper circles as "the father of the Canadian Press."

The origin of the Canadian Press goes back thirty years to the establishment of the Western Associated Press in Winnipeg in 1907, with Mr. Macklin as its first treasurer and from 1913 on, its president.

"A man of vision," President Preston recalled, "he (Mr. Macklin) never lost sight of the ideal of a national news association. That doctrine he steadily preached to his confreres in the east with an eloquence of phrase characteristically his own. His unremitting missionary work finally bore fruit in 1917, when the four sectional news associations were knit into one, which has become the Canadian Press of today."

Toronto Papers Merged

Recent amalgamation of Toronto's two morning newspapers, the *Globe* and the *Mail and Empire,* into a single morning paper, the *Globe and Mail,* reduces the number of daily newspapers in Ontario to 33 as compared with 52 in 1911. When a few months ago the London *Advertiser* and the Hamilton *Herald* ceased publication, that reduced to two the number of Ontario cities served by more than one daily English newspaper, Toronto and Ottawa. One town, Lindsay, has two daily papers. Toronto, Ottawa and London are the only cities with morning papers.

At one time there were six different daily newspapers in Toronto; now there are three. Hamilton and London had at one time four and three papers respectively. Now they have only one each.

London Bureau Changes

London bureau of the Canadian Press has been moved from Reuters building, where it had been located for many years, to new quarters in the Associated Press building at 20 Tudor Street, in the heart of the Fleet Street newspaper area of London.

Additional personnel includes Norman Smith, Jr., formerly of the Ottawa *Journal*, as news editor. Resignation of Thomas T. Champion as London manager has involved the appointment of E. Johnson, former New York superintendent, as London superintendent. George Hambleton, formerly European correspondent for the Canadian Press, has been placed in London as political correspondent. European news will be made available more largely through the correspondents of the Associated Press, Reuter's and Havas.

Big News in Canada

British re-armament, conflict in Spain, general European complications and the coronation of George VI have pretty well dominated the headlines of Canadian newspapers during recent months.

"Demand from the newspapers for the latest information has seldom been more intense and the responsibilities resting upon news gathering organizations have been most severe," W. B. Preston, of the Brantford (Ontario) *Expositor*, president of the Canadian Press, declared at the annual meeting in Toronto in April.

"I am glad to say," he continued, "that the Canadian Press, through its London bureau and its alliance with the Associated Press, Reuter's and Havas, has lived up to its best traditions and performed a great public service by giving a very complete coverage of all the news while maintaining its reputation for speed, accuracy and general reliability of reports."

In the field of domestic news, Mr. Preston mentioned the difficulties surrounding the provision of unbiased and precise reports in connection with the Social Credit administration in Alberta, where Premier Aberhart, first Social Credit governmental leader in the world, barely survived the initial session of his legislature. Canadian Press reports of the Aberhart regime had been accepted as being both fair and comprehensive.

Another difficult Canadian newsbreak which the Canadian Press handled with satisfaction was the General Motors strike at Oshawa, Ontario, which involved provincial government opposition to the attempt of John Lewis' Committee for Industrial Organization to obtain a foothold in the Canadian labor movement. With large Ontario dailies divided into opposite camps and battling vigorously for and against the C.I.O. cause, the Canadian Press maintained its policy of presenting the facts without prejudice one way or the other.

In advance matter and actual coverage, the British coronation probably occupied more space in Canadian newspapers than any single event since the abdication of Edward VIII. Numerous special coronation editions were brought out in which the modern trend toward color was effectively demonstrated. Newspapers equipped with wirephoto and telephoto apparatus

were able to secure actual coronation ceremony pictures for publication on the day itself. So far only a few newspapers have put in this equipment but others will be following suit in succeeding weeks and months.

The Canadian Press at the present time does not distribute a picture service as does the Associated Press, but during past months experiments were carried out in supplying a daily picture mat service to member newspapers and, as President Preston pointed out, a logical development will be the provision of "an all-Canadian picture service by telephoto alongside the news."

DAVID B. ROGERS,
Winnipeg Free Press

Great Britain

The Abdication and American Journalism

Events leading up to the abdication of Edward VIII are an excellent object lesson of press censorship, or, as in England, the "gentlemen's agreement." The possibilities of instruction are increased when one considers that England and America have no language obstacle in their communications. Did American journalism do anything to force the issue? If so, how?

From August until December when the English silence was broken, the writer was moving throughout all parts of England and Wales, interviewing hundreds of people in all social classes.

The gentlemen's agreement was remarkably effective. The direct circulation of American newspapers and news-magazines can be discounted as an effective source, partly because few Britishers subscribe to American papers and partly because the distributors on their own initiative removed relevant pages from the news-magazines. That West End London was wiser can be attributed to three things: proximity to the scenes of social activity, trans-atlantic business connections, and the discussions in the American colony fortified with its home papers and news-magazines coming through the mail.

The provinces were in complete darkness. Possibly Liverpool, with its American trade connections, and one or two travel resorts frequented by Americans were slightly better informed and ready for coming events. My own clippings brought forth stereotyped remarks: "Oh, that's from an American paper; just gossip!" "Who is Mrs. Simpson?" "What a fuss about things which don't concern America." The surprise, almost apprehension, increased as one descended the social scale, for the masses were not in touch with London or had no contacts with traveling Americans.

The regions of England and Wales which in the past furnished many emigrants were scarcely more enlightened than other districts, although letters from relatives abroad undoubtedly allowed some information to filter through.

What is clear is that once again Canada, deluged with American news, acted in the capacity of in-

terpreter in Anglo-American affairs. The Dominions were more susceptible to discussion carried on in the American press, and, in a roundabout way, put pressure on officials without contributing to the opinion of the masses in England. In order to forget the American press, officials would have had to extend the gentlemen's agreement to the Dominions.

That the news in the American press was substantially true — if inaccurate in a certain amount of annoying gossip — was forgotten by the British papers when they threw off their Trappistic conduct. Even editorial opinion suffered because of uninformed readers. The feeling remains, curiously, that somehow the American press is to blame, and that it had no concern in the crisis.

The American contribution to journalism, perhaps reckoned from the standpoint of the 1880s, is taken to mean a violation of private life, gutter gossip and wild English. The recent episode deepened this impression in England.

RICHARD H. HEINDEL,
London

Japan

Unemployed Start Paper

Unemployed staff members of the old Tokyo *Jiji*, which was absorbed this winter by the *Nichi-Nichi*, have started a new paper, *Keizai Jiji* (Economist Jiji). A strike which occurred in the *Jiji* when the announcement came that the name and subscriber-lists had been purchased by the *Nichi-Nichi* was settled through the good offices of the Metropolitan Police. Nearly one million yen was paid by the *Nichi-Nichi* to the *Jiji* staff as a retirement bonus.

Asahi Promotes Flight

The *Asahi* plane, which set out in April on a good will mission to Europe, was named Kami Kaze (Godly Winds) by popular vote. The *Asahi* has for many years been greatly interested in the development of aeronautics in Japan. A dozen years ago the *Asahi* promoted a successful flight from Tokyo to Europe. The success of the flight from Tokyo to London created a sensation throughout Japan. The *Asahi* issued extra pages on the flight, with accounts of the feat and eulogies from leaders in various parts of the world.

Cabinet Change Big News

The fall of the Hirota cabinet and the organization of the Hayashi cabinet was a severe strain on the group of tired reporters who covered the eleven days of political uncertainty. During these days almost all foreign news was eliminated from newspaper pages, to give maximum space to the domestic political news. The newspapers pitched temporary tents at the headquarters of the premier-designate and his group. The animated scene gave the appearance of units of an expeditionary force.

Nichi-Nichi Commemorates Restoration

The Tokyo *Nichi-Nichi* is promoting an exhibition showing the

political development of Japan. One of the features is a set of old documents and books on the Japanese constitution, showing the labors shouldered by builders of the new Japan. The occasion is the seventieth anniversary of the Imperial Restoration.

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The trip of T. I. H. Prince and Princess Chichibu to London for the coronation was feature news in Japan. The large papers were represented by correspondents who accompanied the party.

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The Tokyo *Nichi-Nichi*, in coöperation with the *Daily Mail* of London, is planning a round-the-world record flight of passenger airplanes.

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The Japanese press is full of comments on political developments following the dissolution of the Imperial Diet. Editorials are more frank than formerly, but still maintain phrases like "on the one hand —, but on the other."

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The large Japanese newspapers have completed the examination of applicants for jobs from the universities. Questions offered by one paper included inquiries regarding minute details of the National Party in China.

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Stories of sex crimes and love suicides are given large space in Japanese papers, as is true in other countries. The ethics of the press is, it seems, affected by the quest for profits.

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Among popular features in Japanese papers is the Big Liars column in the Tokyo *Nichi-Nichi*. Some of these stories have been filmed in an attempt to point out to the public various forms of lies. One excerpt from the column reads: "My wife uses a flashlight at night to find whatever she wants, despite ample lighting facilities in our home. She was an usher in a movie before I married her."

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A daily for boys and girls, started recently by the Tokyo *Nichi-Nichi*, has proved to be a splendid success.

KANESADA HANAZONO,
Waseda University.

Mexico and Central America

Rigid Press Laws Continue

Progressive editors in Mexico continue to chafe at the rigid control of all government news. All notices for some months have come from the director of propaganda and publicity, a subdivision of the Ministry of the Interior. Formerly such news items were issued by the individual government departments to both local and foreign correspondents. The director issues daily those articles that he considers suitable for publication. In addition to this, censorship is frequently invoked, as during February in Vera Cruz at the height of tension over the Church-State issue.

Free Press in Costa Rica

Costa Rica is weakening in its traditional stand for free speech and a free press. President Leon Cortez, anxious to preserve friendly relations with neighboring states, is considering asking congress to pass a law to restrict the circulation of alleged communistic literature including newspaper articles. Other laws urged are one to control political propaganda on the radio and a press gag law to prohibit publication of matter that might be interpreted as attacking a friendly government. Neighboring dictators, who want their own propaganda disseminated but object to their opponents doing the same, are responsible for this new tendency. The *Correo*, a newspaper in Granada, Nicaragua, was suppressed by authorities because the Mexican chargé d'affaires had protested to the government against the paper's continuous attacks on Mexican policy.

E. W. SHARP,
University of Missouri.

South America

The Pan-American Conference

Most significant of many recent developments in South American journalism were those which emanated from the Pan-American Press Conference in Valparaiso, Chile. Far-seeing editors believe that foundations for a permanent relationship have been laid among journalists of all American countries. They hope it will be to the newspaper world what the Pan-American Union is to the governmental.

The establishment of schools of journalism in state universities was urged in a resolution passed by the 150 delegates, who believed this a means of making journalism a recognized profession. Steps were taken also to determine who is a journalist in order to weed out of the profession in Latin America many who, though not working journalists, enjoy the privileges given newspaper men and women. The goal set was a profession which would admit only university graduates.

Virtually all the South American governments were attacked for imprisoning reporters who had criticized the authorities. Over strong opposition a vigorous recommendation was made that governments study the possibility of abolishing censorships so newspapers might fulfill their mission of creating good will, understanding and mutual respect.

Other resolutions called for lower cable and telegraph rates to encourage a larger exchange of international news, and for social legislation including pensions on retirement and a scale of salaries based on years of service.

A living wage for editorial writers was demanded by the delegates. Salaries are so low on most Latin-American newspapers now that it is not possible to live on the proceeds derived solely from newspaper work.

The next conference was set for August, 1938, in Bogota, Colombia, which will then be celebrating the 400th anniversary of its founding.

E. W. SHARP,
University of Missouri.

Soviet Union

Press Day Commemorates Pravda

Press Day was celebrated throughout the Soviet Union as usual on May 5 in commemoration of the twenty-fifth anniversary of the founding of the newspaper *Pravda*. The day was observed by meetings of newspaper men and press workers and by special articles in all newspapers on the history of the Soviet press, the achievements and shortcomings of the newspapers in the previous year and the plans for the future. The day celebrates both political and technical achievements. In 1912, *Pravda* was the organ of a revolutionary party struggling against Czarist oppression. It survived only through desperate struggles, lacking funds and equipment, constantly harassed, and repeatedly suspended by the police; many of its principal contributors were in prison, in Siberia or in exile abroad.

Schools of Journalism

The rapid expansion of the Soviet press placed a heavy burden on schools of journalism to provide new qualified workers and to raise the cultural level of those already employed. There are seven important Institutes of Journalism in the Union — in Moscow, Leningrad, Kharkov, Kuibyshev, Sverdlovsk, Alma-Ata and Minsk. Beneath these are fifteen regional newspaper schools. There are special courses for newspaper training in non-professional schools and many newspaper offices.

In addition to theoretical and practical training in newspaper work, the students in the Institutes are required to study Marxism and political economy, the history of the Soviet Union and the Communist party, world history, economic and political geography, world literature and one foreign language (English, German or French). Candidates for entrance into the Institutes are required to have a high school education, or its equivalent, and at least two years' experience in newspaper work, and must pass examinations in history, literature, language, physics, chemistry, geography and mathematics. A seven-year school education is required for entrance into one of the newspaper schools. Students in the schools and Institutes are provided with free living quarters and are paid a regular stipend to cover other expenses.

Special courses are organized in many of the larger newspapers and by the TASS Agency to raise the qualifications of working newspaper men. These are mostly two-month courses. While studying, these newspaper men continue to receive their regular salaries and are provided with free text books. For example, the newspaper *Proletarskaya Pravda*, in the city of Kalinin on the Upper Volga, conducts classes three times a week in the Russian language, in economic and physical geography, and in the history of the nationalities of the U. S. S. R. There are also classes in German for those who wish to study this language. According to incomplete reports, at least 10,000 newspaper workers have attended such "requalifying" courses.

KENNETH DURANT,
Tass Agency.

News Notes

Edited by Douglass W. Miller

DR. MAYNARD W. BROWN of the faculty of the College of Journalism, Marquette University, died suddenly April 9 at his home in Milwaukee, Wis., of a heart attack. He was 41.

Dr. Brown had been in ill health for some time, but his condition was not regarded as serious and he had met his classes on the day before his death.

A native of Utica, Minn., Dr. Brown began his newspaper career with the St. Charles (Minn.) *Union* in 1910. After a short period in the railway mail service, he enlisted for World War service in the Army in 1917 and while on guard duty on the Mexican border received an injury that kept him in a Brownsville, Texas, hospital for a year.

Dr. Brown received his bachelor's degree from the University of Wisconsin in 1923; his master of arts in 1924, and his doctor of philosophy in 1936. He served as assistant professor of journalism at North Dakota State College from 1923 until 1925; as professor of journalism and publicity director at Kansas State College, 1925–28; and in the same capacity at Oregon State, 1928–29. He had been at Marquette since 1929.

Dr. Brown was a past president of the American Association of College News Bureaus.

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OLSON NAMED MEDILL HEAD; OTHER CHANGES ANNOUNCED

Professor Kenneth E. Olson, for the last two years director of the Department of Journalism, Rutgers University, and manager of the New Jersey Press Association, has been named director of the Medill School of Journalism, Northwestern University, succeeding the late Harry F. Harrington. Professor Olson will take over his new duties in the fall.

Laurence R. Campbell, who has taught reporting classes in the part-time evening division of the Medill School while doing graduate work this year, will join the faculty as a full-time lecturer in reporting next fall.

Royal H. Ray, instructor in business phases of newspaper production at the School of Journalism, Ohio University, since 1931, has announced his resignation to accept an associate professorship in journalism at Rider College, Trenton, N. J., in September.

Fred E. Merwin of the staff of the School of Journalism, University of Wisconsin, has been appointed to an assistant professorship in the School of Journalism, Syracuse University. He will have charge of instruction in copy reading. Professor Merwin is completing at Wisconsin a doctoral dissertation, "Some Aspects of Public Relations in State Administration in Wisconsin."

Earl H. Huth of the promotion and radio department of the Milwaukee *Journal*, who has been a part-time lecturer on newspaper advertising practices in the College of Journalism, Marquette University,

has been appointed an assistant professor.

D. H. Haines has been promoted to an assistant professorship in the Department of Journalism, University of Michigan.

Raymond D. Lawrence of the editorial staff of the Oakland *Tribune* taught news writing during the spring quarter at Stanford University. He completed requirements for the Ph. D. degree in political science at the University of California in May.

Don Rose, author of the column "Stuff and Nonsense" and editorial writer for the Philadelphia *Evening Public Ledger*, has taken over the courses taught by the late Fred Fuller Shedd in the Department of Journalism, Pennsylvania State College. Mr. Shedd, lecturer in the department for the past seven years and editor-in-chief of the Philadelphia *Evening Bulletin*, died suddenly of a heart attack April 1.

Wilson P. Botsford, instructor in journalism at Pennsylvania State College for Women during the first semester, resigned his position because of pressure of his duties as assistant editorial writer for the Pittsburgh *Press*.

William F. Allison, for five years a member of the editorial staff of the Pittsburgh *Press*, has become assistant to Professor Robert X. Graham of the University of Pittsburgh.

Charles M. Conoway, editorial manager of the Cleveland *Plain Dealer's* Akron bureau, has been appointed lecturer in the Department of Journalism, Kent State University. Professor John T. Johnson of the Department of Photography will offer photography courses for journalism students at Kent State.

Professor Merritt E. Benson of the School of Journalism, University of Washington, will join the teaching staff at Stanford University during the 1937 summer session.

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Journalism Given College Status at Colorado

Instruction in journalism at the University of Colorado, which since 1922 has been in a department, was given the status of college of journalism by action of the regents April 16. The new college will be within the college of arts and sciences.

Professor Ralph L. Crosman, president of the American Association of Teachers of Journalism in 1932 and 1933, has been head of the department since its creation.

Change in the name of the department follows a petition of students, supported by alumni and publishers of the state.

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Emory Increases Journalism Instruction

Expansion of the Department of Journalism, Emory University, to take full advantage of Emory's location in Atlanta, publishing center of the Southeast, was announced recently by President Harvey W. Cox. Professor Raymond B. Nixon, who heretofore has devoted one-third of his time to administrative duties as assistant to the president, will devote his full time to the Department of Journalism. On his staff will be two and possibly three part-time faculty members from Atlanta

journalism, and a graduate assistant.

Two courses by successful Atlanta journalists were inaugurated during the spring quarter—"Advertising Copy," taught by Hunter S. Bell, assistant to the advertising manager of the Coca-Cola Company and formerly city editor of the Atlanta *Journal*, and "Newspaper Reporting of Public Affairs," taught by Harllee Branch, Jr., former statehouse reporter of the *Journal* and now a practising attorney in Atlanta. Mr. Bell and Mr. Branch hold the rank of lecturers in journalism.

Graham Golson, of Houston, Miss., has been appointed graduate assistant in journalism for 1937–38. He has had extensive experience on his father's newspaper, the Houston *Times-Post*, and will have charge of the journalism laboratory next year.

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Ralph D. Casey Receives Guggenheim Fellowship

Dr. Ralph D. Casey, chairman of the Department of Journalism, University of Minnesota, has received a 1937 Guggenheim Memorial fellowship to enable him to continue in the British Isles his comparative study of propaganda technique of American and British political parties. Much of the work on the American phase of the project is completed. Dr. Casey has compared propaganda used in the 1928 and 1932 campaigns and in the Republican campaign of 1936. He will be abroad for nine months, leaving this country in late August.

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Additional AASDJ Committees Appointed

Two more committees to carry forward activities of the American Association of School and Departments of Journalism have been announced by President Lawrence W. Murphy. Professor Frank L. Mott of the School of Journalism, University of Iowa, is chairman of a committee to work out a plan for enlarging the budget of the Journalism Quarterly and supplements issued in connection with it. Committee members are Professors Ralph D. Casey (Minnesota), H. H. Herbert (Oklahoma), Frank L. Martin (Missouri), Fred S. Siebert (Illinois), Herbert Brucker (Columbia), Douglass W. Miller (Syracuse), Mitchell V. Charnley (Minnesota), Ralph O. Nafziger (Minnesota) and Marcus M. Wilkerson (Louisiana State).

Dean M. Lyle Spencer of the School of Journalism, Syracuse University, is chairman of a new committee on raising standards for graduation from member schools. Committee members are Professors Douglass W. Miller (Syracuse), vice chairman, Robert W. Neal (Wisconsin), C. Harold Lauck (Washington and Lee), E. T. Keith (Kansas State), Eugene W. Sharp (Missouri) and Robert P. Crawford (Nebraska).

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Southwestern Journalism Congress Meets

All thirteen member schools were represented at the tenth annual meeting of the Southwestern Journalism Congress, April 9 and 10, at Texas State College for Women, Denton. Attendance, not counting the host institution, totaled 17 faculty members and 126 students.

Professor Frank E. Burkhalter, head of the Department of Journalism, Baylor University, was elect-

ed president of the Congress for 1937–38. The 1938 meeting will be held at Baylor.

Professor Clement C. Trout of Oklahoma A. and M. College was named vice president and Professor J. Willard Ridings of Texas Christian University was re-elected secretary-treasurer. Professor Ridings was also elected as the member of the executive committee of the AATJ from the Southwestern District.

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Kent State to Begin Four-Year Journalism Program

A four-year journalism curriculum to be introduced at Kent State University next year will require students to complete twenty-nine semester hours in professional courses and thirty-four in background subjects. Twelve new journalism courses have been added in connection with the establishment of the enlarged course of study. Included are two in photography and three of laboratory character.

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Southern California Devises New Contest Plan

Seeking to get away from the usual "best paper" type of high school publication contest, the staff of the School of Journalism, University of Southern California, has developed a new type of competition based on the year to year improvement of the publications submitted. Says the official announcement of the contest:

> The award goes to the school paper which shows the greatest improvement during the past year. School publications compete against themselves only; the product of one year is pitted against that of the previous year. Thus any school, regardless of size and no matter what the circumstances under which it publishes, may hope to win the award. Working under the same conditions as last year's staff and producing a better paper is an achievement.

In grading the papers for improvement, contest judges make separate ratings of typography, balance, readability, art and attractiveness, press work, editorial page, sports page, features, variety of interest and enterprise, newspaper style. If no improvement has been made in one of these phases, a score of zero is recorded. The degree of improvement made may be scored either 1, 2 or 3. If a drop in quality is seen a −1 is scored against the paper. After all phases have been rated, the paper's score is determined by totalling the points.

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Grady School Receives Valuable Book Collections

A valuable collection of books on journalism has been presented to the Henry W. Grady School of Journalism, University of Georgia, by Mrs. Charles J. Kelly of Atlanta in honor of her late husband and by Edwin Camp, better known as "Ole Timer" of the Atlanta *Journal*. These books will form the nucleus of a supplementary departmental library for the School of Journalism sponsored by the Georgia chapter of Sigma Delta Chi.

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Ohio State, Boston, Michigan, Minnesota List New Courses

A course in newspaper library management will be given next year at the School of Journalism, Ohio State University, and four new courses, three elective and one required, have been approved for inclusion in 1938–1939 course offer-

ings. Elective courses are "Reporting Public Affairs" for juniors and "News Editing" and "Critical Writing" for seniors.

The required course, entitled "Comparative Journalism," will be third in a sequence of courses for editorial curriculum seniors in which contemporary affairs will be studied in relation to journalism. The first of the sequence, "The Editorial Page" will be followed by "The Press and Contemporary Affairs" in the winter quarter, and by the new course in the spring. The new course will be a "consideration of the press of other lands, particularly of the democratic as against dictator countries" and will include "study of various aspects of government control and censorship in other nations in terms of current development."

The School has recommended the withdrawal of its senior thesis course in 1938–1939.

A sequence of courses in radio writing, advertising and production is now offered by the Department of Journalism, Boston University. The Department of Journalism, University of Michigan, has added a course in science reporting.

The University of Minnesota Department of Journalism will offer new courses in 1937–38 in advanced newspaper advertising and in engraving and printing processes.

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Allen and Mader Go to New Positions

Two staff changes announced late in the spring will take Professor Charles L. Allen, School of Journalism, University of Illinois, to direct the Department of Journalism at Rutgers University next fall and Professor Joseph H. Mader, head of the Department of Journalism, University of North Dakota, to an associate professorship in the College of Journalism, Marquette University.

Professor Allen will succeed Professor Kenneth E. Olson, who goes to Medill School, Northwestern University. In addition to his directorship, Professor Allen will act as executive secretary of the New Jersey Press Association.

Professor Mader, who has been connected with the University of North Dakota since 1927, has been on leave of absence for the last year while doing graduate work at the University of Minnesota.

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Notes

A tribute to the memory of the late Fred Fuller Shedd, editor of the Philadelphia *Evening Bulletin* and for seven years a lecturer in the department of journalism at Pennsylvania State College, was offered at the annual Pennsylvania Newspaper Publishers' Association convention held on the campus May 28 and 29. The publishers presented to his family a hand engraved scroll affirming their appreciation of his state and national services.

Professor Vernon McKenzie, director of the School of Journalism, University of Washington, sailed May 29 for England and the Continent to be gone four months. His trip will take him through Germany into the Danubian states where he will spend the greater part of his time. His schedule calls for a minimum of 4,000 words a week, chiefly for Canadian newspapers.

Professor Roy L. French, director of the School of Journalism, University of Southern California, has purchased a half interest in two

California country weeklies, the Inyo *Independent* and the Owens Valley *Progress-Citizen*, both published at Independence.

The eighth annual convention of the American College Publicity Association will be held in the Brown Hotel, Louisville, Ky., June 24, 25 and 26.

A study of "The Newspaper and the Right of Privacy" by Edward N. Doan, assistant professor of journalism, University of Kansas, which appeared in the February issue of the *Journal of the Bar Association of the State of Kansas* is now available in reprint form.

Students in the unified junior curriculum of the School of Journalism, University of Washington, took over full editorial control of fourteen daily newspapers in Washington during two weeks devoted to their annual spring field trip. Special home-making and gardening pages in keeping with the season were prepared for the various cities. Student cameramen provided local art where engraving plants were readily available.

Robert M. Neal, assistant professor at the School of Journalism, University of Wisconsin, is completing a master's thesis entitled "A Qualitative Survey of Wisconsin Newspaper Men's Knowledge and Application of the Laws Affecting the Press."

Professor H. H. Herbert, director of the School of Journalism, University of Oklahoma, plans to make a short course in photography an annual event. The announcement followed the first short course given by the school in April, at which the Southwestern Association of Pictorial Journalists was organized. The association will meet annually at the short course. A. Clarence Smith, assistant professor of journalism at Oklahoma, was elected secretary-treasurer of the new association.